

---

# City of Calabasas

## Content Analysis/Strategy

By: Diana D'Achille

### Table of Contents

Section	Page
1.1 Introduction .....	1
2.0 What the City of Calabasas is Looking for .....	1
2.1 Users' Needs .....	3
3.0 What Success will Look Like .....	4
3.1 Business Goals .....	5
3.2 Key Performance Indicators (KPIs) .....	6
4.0 What the City of Calabasas Has / Content Audit .....	8
4.1 Substance .....	9
4.2 Current Content Observations .....	10
5.0 What Competitors Have Done / Competitive Analysis .....	11
6.0 What the Strategy is .....	13
6.1 Messaging Framework .....	14
6.2 How the Content will be Designed .....	15
7.1 Writing Style guide .....	16
8.0 How the Content will be Managed / Content Model .....	17
8.1 Sitemap .....	17
8.2 Wireframes .....	20
9 The City of Calabasas Roadmap .....	21
10 Conclusion .....	22

---

# City of Calabasas

## Content Analysis/Strategy

[Visit City of Calabasas](#)

### 1.0 Executive summary

The following content analysis report we created provides an in-depth evaluation of [The City of Calabasas's website](#) content. It also provides business goals, key performance questions (KPQs) and key performance indicators (KPIs) that will support The City of Calabasas's future strategy. This assessment is meant to solve for The City of Calabasas's current strategy problems, while offering solutions that will allow their city staff to update their website content easily and effectively.

### 1.1 Introduction

This content strategy report follows the objectives enlisted in The City of Calabasas's RFP to familiarize ourselves with your website's current user experience problems. By evaluating the content provided on The City of Calabasas's website we were able to identify the problems mentioned in the RFP. The City of Calabasas city staff can use this comprehensive document to follow during their redesign.

### 2.0 What the City of Calabasas is Looking for

The client for this content strategy proposal is looking for an aesthetically-pleasing and resourceful website they can easily maintain. This means the content management system we choose for The City of Calabasas's website must utilize current technologies. It is evident that their current website does not utilize current technologies and content strategy practices that are important to their audience. This new website will allow the community and visitors to easily navigate throughout the site.

#### What the Client is looking for:

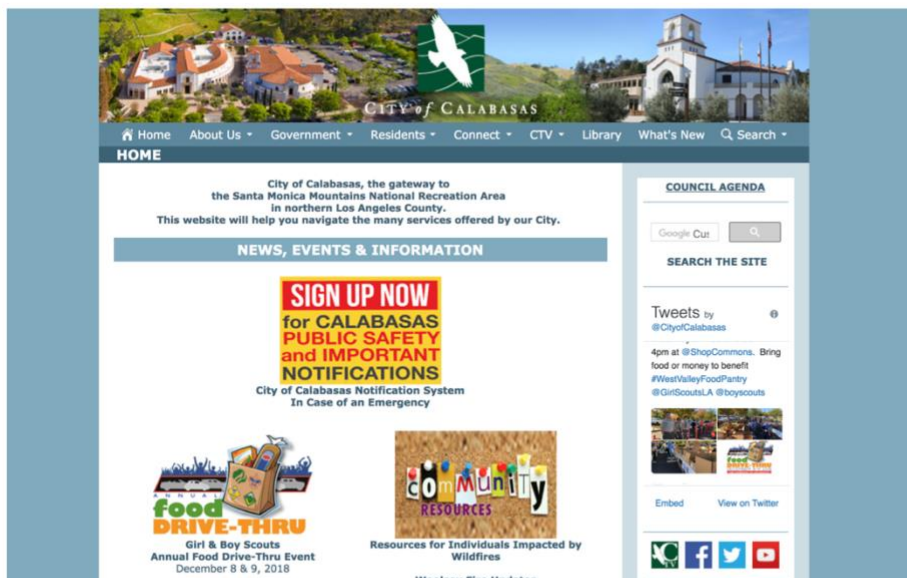
- An aesthetically-pleasing website with resourceful information platform that is easy to navigate by both the community and visitors.
- A website that implements a Content Management System that can be easily updated and managed by non-technical staff. (Utilize current technologies)
- Follows latest user experience practices
- Follows latest Google search algorithms and SEO practices.

## What Needs Improvement:

- Their current website does not fully satisfy accessibility goals.
- It fails to take advantage of the latest technological advances that are deemed important to citizens and businesses.
- It does not display properly on some browsers and mobile devices.
- Some aspects of their website are currently difficult to maintain/modify.

## Who is the audience?

The City of Calabasas's is a city in Los Angeles County, California, United States. It is located in the hills west of the San Fernando Valley and in the northwest Santa Monica Mountains. [ ] The City of Calabasas website provides direct access to the services the city provides. This includes users of different backgrounds and ages. Their visitors are interested in information visitors, residents, government and prospects considering to relocate. Since their city is the gateway to the Santa Monica Mountains National Recreation Area the traffic they attract to their website is interested in the services.



The City of Calabasas's Desktop Website



The City of Calabasas's Mobile Website

The screenshots above show The City of Calabasas's Current Website Design [1]

[View Cities Website Here](#)

## 2.1 Users' Needs

By using the user understanding matrix Meghan Casey provided as an example in her [content strategy book](#) we can better analyze The City of Calabasas's potential customers' attitudes and beliefs, concerns, experiences, behaviors, and motivations. [4, Pg. 81]

The City of Calabasas's users' information includes items such as user or market research reports, usability testing data, personas, and customer demographic information. [4, Pg. 75]

City of Calabasas's Website - Messaging Framework Matrix		
First Impression	Value Statement	Proof
What first impressions do we want our customers to have when they interact with our content?	What do we want our audience to know or believe about the value we provide?	What will we demonstrate that what we want them to know or believe is true?
"Wow, I have everything I need to accomplish my task. The way they designed this makes it incredibly easy to read the information provided on their website."	"Their content is rich in value, because it is clear what they provide to their users on their website. I can see why people are attracted to The City of Calabasas. I never knew they provided this many services."	"They understand what I need to get from A to Z on their website. I found everything I was looking for at the right time in the correct places."

The City of Calabasas's User Understanding Matrix

Inspired by Meghan Casey's Matrix [4, Pg. 82]

[View User Understanding Matrix here](#)

As you can see in the matrix above there is a gap in the cities information causing users to want to know and understand more about the city. The City of Calabasas's will want to form a user research plan that satisfies their users, clients or stakeholders to solve this issue. [4, Pg. 80]

## 3.0 What will Success look like?

By successfully aligning The City of Calabasas's website strategy and design to the KPIs below The City of Calabasas will be able to achieve their business goals. The business goals we developed below are pushed by the objectives that were listed in the RTP. It will be important that we monitor our KPI measurements closely to ensure we are on track to successfully fulfill our business goals.

\*The high-level summary of the strategic alignment is found below in chapter, 3.1 - 4.1.

## 3.1 Business Goals

After we reviewed The City of Calabasas's RFP we were able to identify areas on their website that needed attention. Our business goals have been created to improve the overall experience of [cityofcalabasas.com](http://cityofcalabasas.com) and resolve the user interface and content management problems the city of Calabasas is experiencing.

The objectives the city of Calabasas's listed in their RFP helped us pinpoint the appropriate business goals below.

**The City of Calabasas should establish the below business goals as a way to strategically promote their cities, services, benefits, CTV and commodities effectively:**

**1. Improve Accessibility on Desktop, Tablet & Mobile - Increase Accessibility Rating Ratio**

After analyzing The City of Calabasas's website, it is evident that in order to reach their objectives listed in their RFP they need to deliver an accessibility friendly user journey, end to end. Currently, it is very difficult to read copy on their website. This is mainly due to the lack of color contrast between the background color their text is on.

Furthermore, they are not using effective tagging for screen readers. It will be very important that they make these code changes to support users that are blind, old or have poor vision.

**2. Transparency - Increase Customer Satisfaction Rating**

The City of Calabasas offers many services and programs for people of all ages and demographics. By recognizing the content on their core pages, they will increase the overall customer satisfaction rating for these users. It will be important that their users can find what they came looking for. We recommend taking a transparent content approach, especially on your government page where the information is very important for the user.

**3. Bring the Community Closer - Increase Local Following**

In order to increase the overall local following and traffic The City of Calabasas will need to rely heavily on their social media accounts and messaging framework.

By getting social with their community on (Facebook, Twitter Instagram, Blog), using irresistible headlines, paying attention to on-page SEO and using guest blogging to feature the residents they can then increase the local followings on their social media accounts on their pages. [6, Par. 2-25]

**4. Connect Every Step of the Journey - Increase Traffic to Lead Ratio**

The City of Calabasas can increase their traffic to lead ratio to deliver a better user journey, end to end. A traffic to lead ratio is measured by dividing the number of visits by the number of leads (generated over the same timeframe). [12]

Currently, there is a disconnect between the services, benefits and resources The City of Calabasas offers and how their users can access it to be educated about it. This lack of attention to their services on their website makes it difficult for anyone to find

what they are interested in. In particular, their [live web streaming channel](#) (CTV) is not well known to their prospects and customers.

## **5. Connect Every Step of the Journey - Increase Traffic to Lead Ratio for Events and Activities**

The City of Calabasas will need to deliver a better user journey, end to end. Currently, there is a disconnect between the profitable products, services, and commodities RBGE offers and how their users can access and be educated about it. This lack of attention to their services on their website makes it difficult for anyone to find it that may be interested. In particular, their filming, photography media, commercial photo requests, professional courses, and education is not well known to their prospects and customers.

By effectively promoting RBGE's in-person events and activities they will reinforce that their mission and that garden is a place for people to meet, rest, reflect and play. Their actions will echo within their community to reach RBGE's Scottish Government desired outcomes specific to togetherness. Community gardens are social venues where people can gather and meet new people, establish new partnerships and work together toward a common goal. [7]

## **6. Increase Traffic on The City of Calabasas Videos (CTV)**

The City of Calabasas has a number of resourceful videos for their users. However, their videos are not easy to access and it is difficult to find a specific category or video on search. By moving CTV to their main navigation, they will be able to get the traffic and views their videos deserve. Furthermore, by upgrading their content management system their users will be able to easily access videos they came from or look for.

### **3.2 Key Performance Indicators (KPIs)**

The KPIs below will allow The City of Calabasas to achieve their business goals. Each KPI below is related to their business goals to generate action across their city.

#### **1. Improve Accessibility on Desktop, Tablet & Mobile by Increasing the Cities Accessibility Rating Ratio:**

KPI – The City of Calabasas will Increase their website's accessibility compliance percentage to 85%\* compliance on all pages by the end of the 2019.

\*This percentage includes accessibility friendly inline code (for screen readers)

#### **2. Transparency to Increase Customer Satisfaction Rating:**

KPI - The City of Calabasas will Increase their website's accessibility compliance percentage to 85%\* compliance on all pages by the end of the 2019.

\*This percentage includes accessibility friendly inline code (for screen readers)

### **3. Bring the Community Closer to Increase Local Following:**

KPI - The City of Calabasas will answer all queries over Twitter within 24 hours, with an average response time of less than an hour. (During work week).

KPI - The City of Calabasas will respond in a timely manner, to allow our Facebook response time to decrease by 25% by the fourth quarter.

### **4. Connect Every Step of the Journey by Increasing Traffic Lead Ratio:**

KPI - The City of Calabasas will Increase the percentage of people who convert (i.e. opt-in, make a purchase, etc.) by 20% at the end of the quarter on, pages. [8, Par 2-4]

KPI – The City of Calabasas will increase their events and activities conversation rate by 15% by the end of the quarter by effectively utilizing every social media platform to advertise events and marketing upcoming events. They will also use email marketing and featuring large events and activities of theirs on their homepage.

### **5. Increase Traffic on The City of Calabasas Videos (CTV) by Exposing Content**

KPI – The City of Calabasas will increase their CTV video views conversation rate by 15% by the end of the quarter by effectively utilizing new CMS search capabilities, exposing CTV on their information architecture and marketing their live and archived videos.

### **6. Strengthen Management Structure by Increasing Inbound Marketing ROI:**

KPI - RBGE's management team will start planning strategies and budgets for the following year to increase their inbound marketing ROI (Monthly and annual performance) by 5% next year.

**This KPI will be measured by RBGE's inbound marketing return on investment:**

$$\text{Sales Growth} - \text{Marketing Investment} / \text{Marketing Investment} = \text{ROI [9]}$$

## **4.0 What Does the City of Calabasas Already Have? – Content Audit**

The content they currently have on their website is reusable. We want to make sure we do not lose any of the content (copy, imagery, videos) they are currently hosting on their website during the content management system re-platform.

It will be important that we make sure we have everything we need before proceeding forward with a new CMS platform. Section 4.1 Substance and 9.0 Roadmap will explain this in greater detail.

### **4.1 Substance**

There are a number of subsets that will help support the City of Calabasas's outcomes. The City of Calabasas's currently does a good job facilitating every area of their city on their

website. However, the lack of attention to organize the content appropriately is interfering with their ability to communicate to their users well and hit their cities' objectives.

**What content is present:**

- Social media (Facebook, Twitter, YouTube, Instagram) .
- **About Tab Containing:**  
Calendar, Contact Us, Demographic Information, History, Maps/Directions, Follow Links.
- **Government Tab Containing:**  
Council Government, Calendar, City Council, Commissions, Departments, Meeting Agendas.
- **Residents Tab Containing:**  
Calendar, Chamber of Commerce, Class Registration – ActiveNet, Emergency Preparedness, Green City, Las Virgenes Unified School District, Parks & Recreation, Services, Television Video Services.
- **Connect Tab Containing:**  
Sign up for E-mail Notifications, Building and Safety Permits, City Meeting Agendas, Code Enforcement Complaint Form, Current projects, e.News, Emergency Notifications, Employment Opportunities, Film Permits, Public Notices, Public Works, Teen Activities.
- **CTV Tab Containing:**  
CTV, CTV Archives, CTV Guide, CTV LIVE, CTV Programs.
- Library
- What is New Landing Page

**What content is missing:**

- Help Center
- Website Blog
- Site Map
- How to Prepare your Visit Landing Page
- Prospective Landing Page
- Mission statement Landing Page
- [www.thecityofcalabasas.com/about](http://www.thecityofcalabasas.com/about)

By including the following pages above the City of Calabasas will be able to effectively communicate their services and events to their incoming traffic. Furthermore, their help center can help assist others with further questions and can recommend other services the city provides. This will ultimately, fill the City of Calabasas's need to implement a redesign that meets the requirements of the city.



## 4.2 - Current Content Observations

At first glance of The City of Calabasas's website it is overwhelming packed with information. There is no hierarchy of content to determine what is most important to their users. The cities website is also not mobile friendly. Smart Insights states, that today mobile users consume more than two times the number of minutes than a desktop user does. [13, Par.5] Furthermore, without a mobile website they are not ranking on Google as well as they could.

### NEWS, EVENTS & INFORMATION



#### **Livestream: Woolsey Fire Recovery Forum**

Thursday, December 13, 6:30pm - 8:30pm  
King Gillette Ranch, 26800 Mulholland Hwy



#### **Overnight Closures on US-101 for Woolsey Fire Restoration Work**



#### **E-Waste Collection**

December 15, 10:00am-3:00pm  
El Camino Shopping Center (parking lot)  
23381 Mulholland Dr.



**City of Calabasas Notification System  
In Case of an Emergency**

The City of Calabasas's website is overwhelmingly packed with information. The tiles above look more like advertisements than important information. [1]



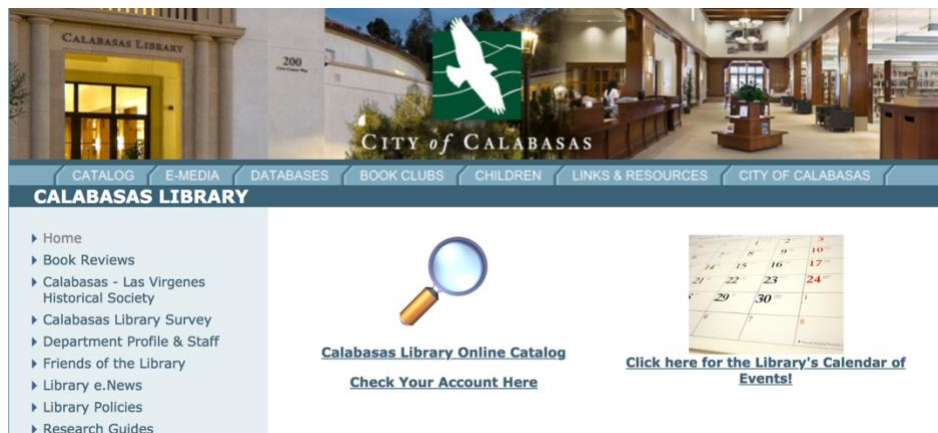
# WORDPRESS

WordPress is the recommend CMS platform our team is suggesting

The City of Calabasas's to migrate their website to during the redesign. [1] [15]

The City of Calabasas is losing traffic to their core pages since their website is not mobile friendly. By updating their CMS platform to Word Press they will be able to make their website compatible for desktop, tablet and mobile.

The current content provided on the City of Calabasas's website is useful, however is not distributed and promoted effectively to create an end to end experience for their users. This is especially important for the City of Calabasas to hit their objectives.



The City of Calabasas's Library, <http://www.cityofcalabasas.com/library.html>

Valuable content such as the City of Calabasas CTV and library is currently undervalued on their website and content marketing. The City of Calabasas speaks closely to these categories, but they are currently hidden within their navigation.



The City of Calabasas's CTV Channel, <http://www.cityofcalabasas.com/ctv.html>

[www.cityofcalabasas.com/about.html](http://www.cityofcalabasas.com/about.html)

404 Page Displays when user tries to locate about page. [1]

The City of Calabasas's does not have an About Page. This is greatly impacting their Google results. It is evident that their ability to effectively communicate their core beliefs to their prospects and customers' needs improvement. By analyzing they're history page (since they do not have an about page) is unclear what their beliefs and city objectives are.

**Sorry, this page doesn't exist.**  
**Please check the URL or go back a page.**

404 Error. Page Not Found.

404 Page Displays when user tries to locate about page. [1]

Utilizing research and making sure their team understands the difference between user research and market research will be crucial to solving some of their current content problems. [4, Pg. 80]

### 5.0 What have others done? / Competitive Analysis

The City of Calabasas does a great job providing information that the user may need on all of their core pages unlike their competitors. However, the way they are currently constructing their content in not laid out in an easy to digest manner. Their [history timeline](#) gives their visitors a transparent view of their progress over the years.

After consolidating the City of Calabasas competitor's strengths and weaknesses I have identified differences and similarities among their competitors. The similarities and differences below will help The City of Calabasas to continue to develop their content strategy.

City of Calabasas, CA Content Strategy Competitive Analysis				
	City of Calabasas, CA	City of Los Angeles	City of Flamirada	City of Santa Monica
Website Blog		✓	✓	
Facebook	✓	✓	✓	✓
Twitter	✓	✓		✓
Instagram	✓	✓	✓	✓
Have Search on Homepage	✓	✓	✓	✓
Artificial Intelligence Search	✓			
Feature Twitter Feed on Homepage	✓	✓		✓
Top of Search Results on Google Search	✓	✓	✓	
Large Compelling imagery on Homepage		✓	✓	

The City of Calabasas Competitive Analysis Preview [1, 8, 9, 10, 11]

## [View Competitive Analysis Google Sheet](#)

### Competitors:

- [City of Los Angeles](#)
- [City of Flamirada](#)
- [City of Santa Monica](#)

### Similarities (Like entities):

- All websites have search on their homepage
- All websites are on Instagram, however they do not all use it persistently.
- All websites rank top search result in Google with city name except City of Santa Monica.
- All five cities list their board members and key staff on their site.
- All competitors have over 100 HTML pages. Having more pages on their website will continue to increase the exposure of The City of Calabasas's website. [1]

### Differences:

- All competitors besides the City of Calabasas and the City of Monica use large compelling imagery in either a carousel or full width display.
- All competitors besides the City of Calabasas have an About page. (/about)
- All competitors besides the City of Calabasas and the City of Monica do not overwhelm their users with an extensive amount of information on their homepage.
- All competitors besides the City of Monica use either donating messaging or a donate link on their homepage.
- All competitors besides the City of Calabasas use less than 7 first level navigation links on their homepage.
- All competitor's social media accounts have posts within the last 3 months. The City of Calabasas last post was May 2018. Posting more frequently with engaging information targeted at their users would be very beneficial for The City of Calabasas. [1]
- Only the City of Calabasas has artificial intelligence search.
- All competitors use meta-descriptions for pages. Especially, for their blog posts. The City of Calabasas uses a small number of meta descriptions on their pages or posts.

It will be important to learn from our competitor's mistakes, build off their strengths and immerse our brand into our strategy effectively every day.

## **6.0 Based on Everything What is the Strategy?**

After evaluating your current content, we were able to create the below strategic alignment summary. This summary was determined after identifying what content was missing and what messages you should be communicating to your audience.

### **What content the City of Calabasas should focus on because it is important to their users:**

The city should focus on improving the messaging and content hierarchy on all their core pages. It will be important that it is clear to the user what the content objects are and what they do on the page. Furthermore, by collecting on page analytics we can determine what content should be higher on the page for the user.

### **What content is needed for the City of Calabasas to guide them to because it is important to them and not necessarily the business:**

The users should have easy access to support and file complaints. Although, we do not want to increase the call rate and internal responses it is important for the users to be able to express themselves.

### **What content do we want the City of Calabasas to drive their users to because it is important to the city, but not necessarily benefits to the user:**

The city should drive their users to their residency page and CTV. Although, it may not be what their users originally came to their website for it may improve their overall experience. For an example, someone visiting the government page may consider becoming a resident of the city of Calabasas if the information is appealing to them.

## **6.1 Messaging Framework**

The City of Calabasas's current messaging framework clarifies what they want their audiences to know and believe about them and tries to prove that this message is true. [4, Pg. 143]

The City of Calabasas's does not have a defined mission on their website. By including a defined mission on their website on an about page they will be able to provide useful direction to their users. To echo their mission across their current messaging framework they will need to develop a new messaging framework.

City of Calabasas, CA Content Strategy - User Understanding Matrix			
We Wonder.....	We Care Because...	We Assume....	We know...
Is The City of Calabasas's passing accessibility standards on all of their pages on desktop, tablet and mobile?	We want to address all pages that do not pass accessibility standards to improve the experience on their website.	Users want to be able to easily read the content provided on the City of Calabasas's website. This includes users who have poor sight, blind, or can not read. Some users will be accessing our site with a screen reader. It will be important that we align are code appropriately to support these users too.	Users ask questions on the City of Calabasa's social media accounts regarding these services.
Do visitors know The City of Calabasas offers other valuable products, education, CTV videos and services other than their cities residency?	We want to address these concerns effectively on their website.	Users want more than the cities location and features they are known for.	We know this is important to The City of Calabasa's business goals.

The RBGE's Messaging Framework Matrix

Inspired by Meghan Casey's Matrix [4, Pg. 144]

[View Messaging Framework Matrix here](#)

The above matrix provided by Meghan Casey builds upon the core strategy statement and details the first impression they want professional customers to have when they visit their website and how they demonstrating that value with your content. [4, Pg. 144]  
 The City of Calabasas should invest in user research to collect data to determine the patterns and themes above to form into a messaging framework to align to their mission.

## 7.0 How Should the Content be Designed?

### Prioritization:

We determined the prioritization of your site's content by analyzing the relative importance of your cities objectives and assumptions we made about your users. Together, this helped us create common artifacts/content objects, include topic maps and prioritization matrices. [4, Pg. 160]

### Organization:

The framework we created for your city is organized by grouping and labeling found in the "Content Object" and "Taxonomy" column in the content matrix. We related content in your core pages so that your users can easily find what matters to them. Common artifacts used to document organization are found in the sitemap and taxonomy column in the content matrix. [4, Pg. 160]

### Presentation:

It is evident that presentation will be key for The City of Calabasas to achieve successful results on their website. The pieces of content on our redesign are assembled to allow your users to fully digest the information before being distracted by non-related content. We use your page headline, product overview, body text, and related resources to tell a story to the user. We also created several repeatable layouts, such as a landing page, event/calendar

page and blog post. These can be used to present the information effectively, while staying on brand across your website. [4, Pg. 160]

## **7.1 Writing Style Guide**

The City of Calabasas is doing an excellent job creating messaging that covers each specific area of their cities website. However, it is evident that their writing style on all of their pages is not consist. They use words, phrases and writing formats differently throughout their website. We recommend The City of Calabasas follows the below writing style guide as well hire a professional copywriter to proof their future content and analysis what the city currently has on their website. Like any brand it is important to follow and align to a style guide.

### **Simple Words:**

It is important that the City of Calabasas uses simple words to convey their messages. Currently, they use messaging that their audience may not be familiar with.

### **Less is More / Shorten Headlines and Messaging:**

Shorted headlines and body copy not only look good, they also convey a message to the user quicker. Bloating copy with unnecessary language to sound smarter or better than their competitors is not recommended. The City of Calabasas will want to shorten a lot of the copy on their website, but also make sure their messaging does not lose value.

### **Grammar:**

All messaging must be proofed by a professional copywriter before the content is published on the city of Calabasas website. Having any grammar mistakes on their mistake will send the wrong message to their users.

### **Consistency:**

Consistency is key when it comes to creating a wholesome experience that is on brand and valuable. The City of Calabasas will need to review their copy to make sure it aligns with their mission, values and actions.

### **Customer Research:**

The most important fact to always remember is that we are designing and creating messaging for the user. Something that may make sense to us may not to the user. That is why it is important to conduct user research and user testing. With user research and user testing the City of Calabasas's will be able to reach their audience appropriately.

### **A/B Testing:**

Taking it a step further, the City of Calabasas's should consider looking into running A/B tests on their website. An A/B testing also known as split testing is the process of comparing two versions of a web page to see which one performs better. [14, Par 1-2] Our team recommends that the city inserts Google Analytics code into your website to conduct tests and measure analytics.

The below examples of copy show how the city of Calabasas can improve their writing style on their website. The before and after treatments are showcased below.

**Before: (Homepage Intro Copy)**

"City of Calabasas, the gateway to the Santa Monica Mountains National Recreation Area in northern Los Angeles County. This website will help you navigate the many services offered by our City."

**After: (Homepage Intro Copy)**

Welcome to the City of Calabasas's website. Here you will find information about our services, important alerts, news, programs, events, government, residents and more.

**Before: (Google Search Tagline Copy)**

City of Calabasas Notification System In Case of an Emergency · Resources for Individuals Impacted by Wildfires · Woolsey Fire Updates.

**After: (Google Search Tagline Copy)**

The official website of the City of Calabasas's. Find information about important alerts, 311 services, news, programs, events, government...

**8.0 How should the content be managed?**

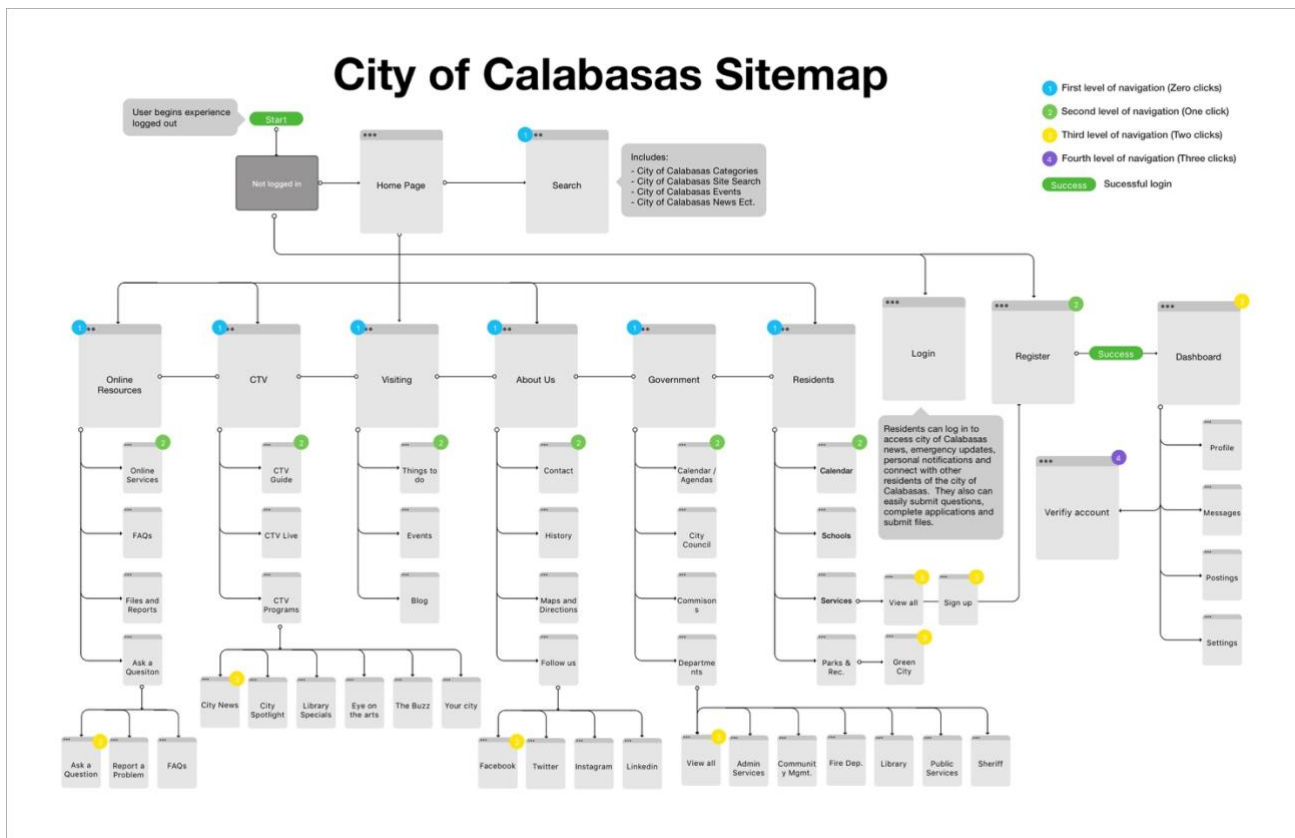
City of Calabasas, CA Content Strategy - Content Model Matrix			
Business goal	Core page	Content Objectives	Taxonomy / Tags
Improve accessibility rating for users.	Homepage	Main Menu Navigation (Static on all pages), Feature Marquee, Logo (Static on all pages), Search Bar, Top Categories, Top News, Twitter Feed, Footer (Static on all pages), Alert Ribbon (Used for emergencies or top news/events).	Things to Do, Upcoming Events, Residents News, Government News, Ratings, Reviews
Increase customer satisfaction rating on government core page by organizing and providing transparent information regarding their government.	Government	Title of Page, Page Description, Featured Content, Calendar, Calendar List View, Events and Activities, Alert Ribbon (Static on all pages when necessary), Recent news and updates	Upcoming Events, Government News, Departments, Commissions, Ratings, Comments, Agenda
Increase local followings	Residents	Title of Page, Page Description, Featured Content, Sign Up for an Account, Upcoming events and activities, reviews, Instagram Feed, Recent Tweets and News	Upcoming Events, Resident News, Departments, Commissions, Services, Schools, Parks, Ratings, Comments, Agenda
Increase user event sign ups for events and activities.	Visiting	Title of Page, Page description, Things to Do, Calendar, Events, What's New Title, What's New Description, Instagram Feed.	Things to Do, Upcoming Events, Visiting News, Blog Posts, Ratings, Comments, Agenda
Stream the city's government access television channel from a live feed (and archived video) to increase views on the City's videos.	CTV	Title of Video, Description of Video, Transcript of Video, Live Videos, Archived Videos, Share Videos, Video Rating, Video Comments, Video Author, Time of Video, Video Category.	Title, Category, Time, Rating, Comments, CTV Live Events, CTV Programs, CTV Guide
Reduce users path/clicks to make online payments, sign up for city notifications (agenda, emergency updates), sources cities library data and other valuable resources.	Resources	Online Resources Title, Online Resources Description, Email Notifications, Emergency SMS, File a Complaint, Online Payments, City Fees, Interactive Forms, FAQs, Applications, Title, Description, CTA to Library Data, Question and Answer Component.	Titles, Top Resources, Category, Library Asset Names, FAQs, Description, User Questions, User Answers, Comments

[View Full Content Model Google Sheet](#)



## 8.1 Sitemap

The sitemap included serves as a blueprint of The City of Calabasas's entire website. The sitemap builds out a new information hierarchy for The City of Calabasas. It was important that we referenced The City of Calabasas's business goals to ensure we conveyed and included all of their important content. Together we researched The City of Calabasas's current information architecture to determine what they should keep, remove, move up higher in their content hierarchy or lower. Our detailed notes included a list format, an approach the Web flow blog recommended to simplify the way we convey the hierarchy of a website.



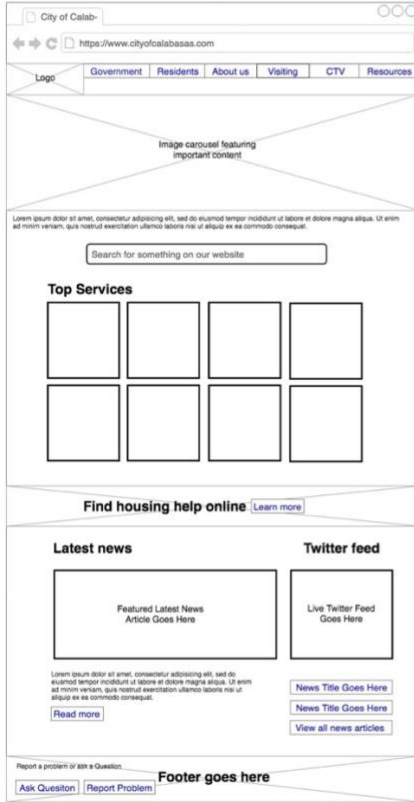
[Here's a Downloadable Version of the Site Map and Wireframes](#)

## 8.2 Wireframes

After our sitemap for The City of Calabasas was created we were ready to begin the wireframes of The City of Calabasas's homepage and internal pages. It is evident that The City of Calabasas needed a simplified structure that allowed their users to access what they were looking for in 2 or fewer clicks. To do this we made sure important components were above the fold (features content, search, top services) on their homepage. While the sitemap serves as a blueprint of The City of Calabasas's entire website the wireframes we created represent the blueprint for a single page (or group of pages). This will allow The City of Calabasas's team to see how individual pages within a website will flow and function.

# Homepage

## 'Homepage' Wireframe



## City of Calabasas Core Page: Homepage

The below content matrix shows how the city of Calabasas's business goals influence the content hierarchy and structure in the wireframe to the left.

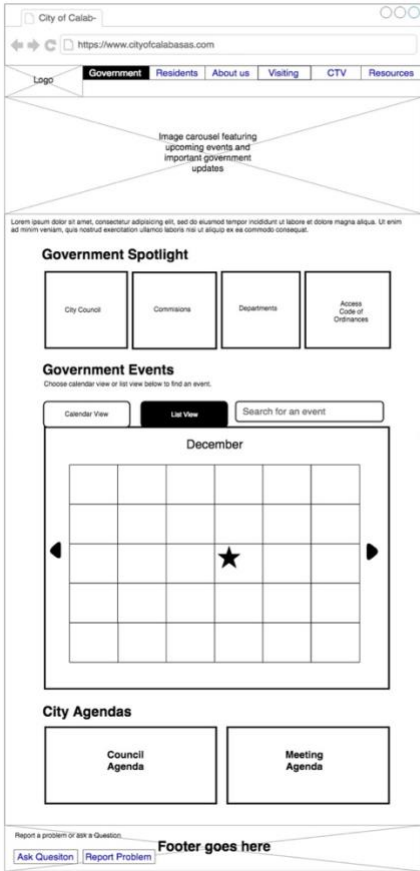
## Content Matrix

City of Calabasas, CA Content Strategy - Content Model Matrix			
Business goal	Core page	Content Objectives	Taxonomy / Tags
Improve accessibility rating for users.	Homepage	Main Menu Navigation (Static on all pages), Feature Marquee, Logo (Static on all pages), Search Bar, Top Categories, Top News, Twitter Feed, Footer (Static on all pages), Alert Ribbon (Used for emergencies or top news/events).	Things to Do, Upcoming Events, Residents News, Government News, Ratings, Reviews
Increase customer satisfaction rating on government core page by organizing and providing transparent information regarding their government.	Government	Title of Page, Page Description, Featured Content, Calendar, Calendar List View, Events and Activities, Alert Ribbon (Static on all pages when necessary), Recent news and updates	Upcoming Events, Government News, Departments, Commissions, Ratings, Comments, Agenda
Increase local followings	Residents	Title of Page, Page Description, Featured Content, Sign Up for an Account, Upcoming events and activities, reviews, Instagram Feed, Recent Tweets and News	Upcoming Events, Resident News, Departments, Commissions, Services, Schools, Parks, Ratings, Comments, Agenda
Increase user event sign ups for events and activities.	Visiting	Title of Page, Page description, Things to Do, Calendar, Events, What's New Title, What's New Description, Instagram Feed.	Things to Do, Upcoming Events, Visiting News, Blog Posts, Ratings, Comments, Agenda
Stream the city's government access television channel from a live feed (and archived video) to increase views on the City's videos.	CTV	Title of Video, Description of Video, Transcript of Video, Live Videos, Archived Videos, Share Videos, Video Rating, Video Comments, Video Author, Time of Video, Video Category.	Title, Category, Time, Rating, Comments, CTV Live Events, CTV Programs, CTV Guide
Reduce users path/clicks to make online payments, sign up for city notifications (agendas, emergency updates), sources cities library data and other valuable resources.	Resources	Online Resources Title, Online Resources Description, Email Notifications, Emergency SMS, File a Complaint, Online Payments, City Fees, Interactive Forms, FAQs, Applications, Title, Description, CTA to Library Data, Question and Answer Component.	Title, Top Resources, Category, Library Asset Names, FAQs, Description, User Questions, User Answers, Comments

[View Full Size Homepage Wireframe](#)

# Government

## 'Government' Wireframe



## City of Calabasas Core Page: Government

The below content matrix shows how the city of Calabasas's business goals influence the content hierarchy and structure in the wireframe to the left.

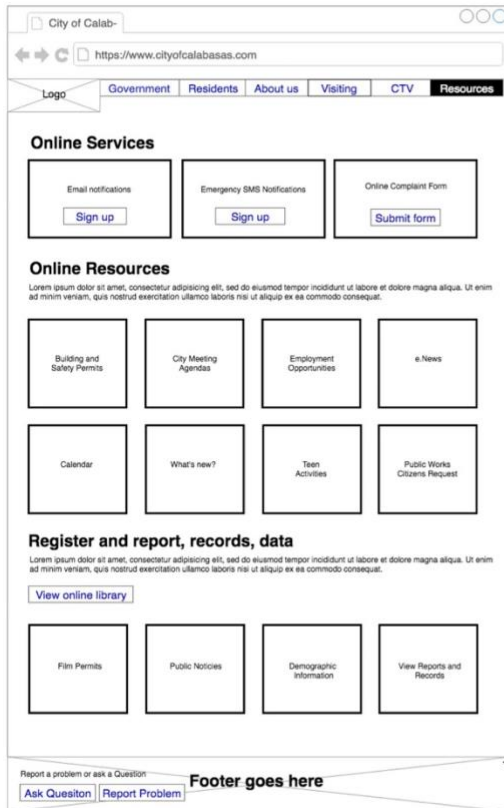
## Content Matrix

City of Calabasas, CA Content Strategy - Content Model Matrix			
Business goal	Core page	Content Objectives	Taxonomy / Tags
Improve accessibility rating for users.	Homepage	Main Menu Navigation (Static on all pages), Feature Marquee, Logo (Static on all pages), Search Bar, Top Categories, Top News, Twitter Feed, Footer (Static on all pages), Alert Ribbon (Used for emergencies or top news/events).	Things to Do, Upcoming Events, Residents News, Government News, Ratings, Reviews
Increase customer satisfaction rating on government core page by organizing and providing transparent information regarding their government.	Government	Title of Page, Page Description, Featured Content, Calendar, Calendar List View, Events and Activities, Alert Ribbon (Static on all pages when necessary), Recent news and updates	Upcoming Events, Government News, Departments, Commissions, Ratings, Comments, Agenda
Increase local followings	Residents	Title of Page, Page Description, Featured Content, Sign Up for an Account, Upcoming events and activities, reviews, Instagram Feed, Recent Tweets and News	Upcoming Events, Resident News, Departments, Commissions, Services, Schools, Parks, Ratings, Comments, Agenda
Increase user event sign ups for events and activities.	Visiting	Title of Page, Page description, Things to Do, Calendar, Events, What's New Title, What's New Description, Instagram Feed.	Things to Do, Upcoming Events, Visiting News, Blog Posts, Ratings, Comments, Agenda
Stream the city's government access television channel from a live feed (and archived video) to increase views on the City's videos.	CTV	Title of Video, Description of Video, Transcript of Video, Live Videos, Archived Videos, Share Videos, Video Rating, Video Comments, Video Author, Time of Video, Video Category.	Title, Category, Time, Rating, Comments, CTV Live Events, CTV Programs, CTV Guide
Reduce users clicks to reach to make online payments, sign up for city notifications (agendas, emergency updates), sources cities library data and other valuable resources.	Resources	Online Resources Title, Online Resources Description, Email Notifications, Emergency SMS, File a Complaint, Online Payments, City Fees, Interactive Forms, FAQs, Applications, Title, Description, CTA to Library Data, Question and Answer Component.	Titles, Top Resources, Category, Library Asset Names, FAQs, Description, User Questions, User Answers, Comments

[View Full Size Government Wireframe](#)

# Residents

## 'Resources' Wireframe



## City of Calabasas Core Page: Resources

The below content matrix shows how the city of Calabasas's business goals influence the content hierarchy and structure in the wireframe to the left.

## Content Matrix

City of Calabasas, CA Content Strategy - Content Model Matrix			
Business goal	Core page	Content Objectives	Taxonomy / Tags
Improve accessibility rating for users.	Homepage	Main Menu Navigation (Static on all pages), Feature Marquee, Logo (Static on all pages), Search Bar, Top Categories, Top News, Twitter Feed, Footer (Static on all pages), Alert Ribbon (Used for emergencies or top news/events).	Things to Do, Upcoming Events, Residents News, Government News, Ratings, Reviews
Increase customer satisfaction rating on government core page by organizing and providing transparent information regarding their government.	Government	Title of Page, Page Description, Featured Content, Calendar, Calendar List View, Events and Activities, Alert Ribbon (Static on all pages when necessary), Recent news and updates.	Upcoming Events, Government News, Departments, Commissions, Ratings, Comments, Agenda
Increase local followings	Residents	Title of Page, Page Description, Featured Content, Sign Up for an Account, Upcoming events and activities, reviews, Instagram Feed, Recent Tweets and News	Upcoming Events, Resident News, Schools, Parks, Ratings, Comments, Agenda
Increase user event sign ups for events and activities.	Visiting	Title of Page, Page description, Things to Do, Calendar, Events, What's New Title, What's New Description, Instagram Feed.	Things to Do, Upcoming Events, Visiting News, Blog Posts, Ratings, Comments, Agenda
Stream the city's government access television channel from a live feed (and archived video) to increase views on the City's videos.	CTV	Title of Video, Description of Video, Transcript of Video, Live Video, Archived Videos, Share Video, Video Rating, Video Comments, Video Author, Time of Video, Video Category.	Title, Category, Time, Rating, Comments, CTV Live Events, CTV Programs, CTV Guide
Reduce users path/clicks to make online payments, sign up for city notifications (agenda, emergency updates), sources cities library data and other valuable resources.	Resources	Online Resources Title, Online Resources Description, Email Notifications, Emergency SMS, File a Compliant, Online Payments, City Fees, Interactive Forms, FAQs, Applications, Title, Description, CTA to Library Data, Question and Answer Component.	Titles, Top Resources, Category, Library Asset Names, FAQs, Description, User Questions, User Answers, Comments

[View Full Size Residents Wireframe](#)

[Here's a Printable Version of the Site Map and Wireframes](#)

## 9.0 The City of Calabasas Roadmap

The City of Calabasas's will need to follow a roadmap in order to reach their cities objectives. The recommended roadmap below starts before the official redesign to prepare the city for a successful redesign and CMS re-platform. It will be important that they continuously follow this roadmap after their redesign to reach the business goals.

Our approach was based on an assessment of confidence and risk, the gaps in knowledge we have identified in your city, and our perception of how much time and money you would be willing to spend. [1, Pg. 86]

The below strategy we created to transition content is recommend to preform before and after your CMS re-platform.

### **The following changes will be made before the CMS transition:**

- Minor Core Page messaging updates (Headlines, Descriptions)
- Reorganizing navigation (This will make the transition to the new CMS platform and redesign easier on the users)
- Screen reader code added for accessibility

### **The following changes will be made after the CMS transition:**

- Major Core Page messaging updates made following writing style guide (Headlines, Descriptions)
- Reorganizing navigation (This will make the transition to the new CMS platform and redesign easier on the users)
- Finish adding screen reader code added for accessibility
- Add Google Analytics to track analytics
- Our team recommends you continue to check-in with the team to make sure you are aligned to your KPIs and business goals

## **10.0 Conclusion**

It is evident that the City of Calabasas's current content strategy and design is not living up to the objectives. The City of Calabasas lack of delivering meaningful content is hurting them. The business goals and KPIs that align with the cities RFP in this document will realign the City of Calabasas to hitting their goals. This will not only bring the organization closer, but also target all of the City of Calabasas's outcomes.

### **Sources –**

[1] <https://www.cityofcalabasas.com/>

[2] <https://www.nngroup.com/articles/intranet-content-strategy/>

[3] <https://www.nngroup.com/articles/is-navigation-useful/>

[4] Casey, Meghan (2015-06-06). The Content Strategy Toolkit: Methods, Guidelines, and Templates for Getting Content Right (Voices That Matter) (p. 123). Pearson Education. Kindle Edition.

[5] <https://medium.com/ashleycrutcher/the-marriage-of-content-strategy-sitemaps-ae8bd6f3d66f>

[6] <http://webmeadow.com/presentations/lessons-nonprofits.html>

[7] <https://webflow.com/blog/the-modern-web-design-process-creating-sitemaps-and-wireframes>

[8] <https://www.lacity.org/>

[9] <http://www.cityoflamirada.org/>

- [10] <https://www.smgov.net/>
- [11] <http://www.comptoncity.org/>
- [12] <https://www.sisense.com/kpi-library/online-marketing-kpis/website-traffic-lead-ratio/>
- [13] <https://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/>
- [14] <https://vwo.com/ab-testing/>

**Images -**

- [15] Freepik.com Mockup <https://www.freepik.com>
- [16] <https://www.dreamhost.com/blog/wordpress-differences-beginners-guide/>