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City of Ventura launches newly redesigned website

Ventura, Calif. - The City of Ventura has unveiled a newly redesigned website offering an improved user experience, increased accessibility, and enhanced translation access, providing a source of accurate, easy-to-find information for online visitors and residents.

"Our website is a vital resource and information tool," said Mayor Joe Schroeder. "We want to provide an easier way to navigate the site, connect our residents and businesses with services and latest updates, and foster public participation opportunities."

The City of Ventura's website appears in an average of one million Google search results monthly, with nearly two million total site visits last year. In addition, an average of 25 percent of visitors use a mobile device for browsing. Using this data, the City identified the content most frequently accessed and tailored the redesign around the information that matters most to residents, community members, and visitors.

The enhanced website boasts an aesthetically pleasing design responsive to all devices, catering to desktop and mobile users. It offers quick access links to various City-related features such as the latest news, trending topics, upcoming events, and public meeting agendas. Additionally, the site is equipped with a chatbot and an improved search engine, providing users with an optimal browsing experience.

"Offering a modern and highly functional website is key to a more effective public communications program. In addition, the new website is a valuable resource for the community, providing access to important information about the City's services and programs and opportunities for engagement," said Ventura Public Information Officer Heather Sumagaysay.

The City's website also features increased visibility of language translation services that are prominently featured, making it more accessible for users to access information in their preferred language. This feature lets users easily navigate the homepage and internal pages with translated content.

The new website can be accessed at www.cityofventura.ca.gov.

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