

**Marketing Budget:** Medium Community marketing budget (\$20,000 - \$100,000)

**Submission Category:** Online Media

**Organization:** Merriam Visitors Bureau

**Who worked on this Project (internal/external):** Internally

**Integrated Components or Type:** Website

**Project Description:** The City of Merriam embarked on a one-year process to launch a new web presence utilizing an entirely new vendor. In addition to a new municipal website for citizens, the Visitors Bureau also received a subsite to capture the leisure visitor, group and meetings market. Goals for the project included: 1) to serve our residents and visitors online 24/7; 2) to improve our search feature; 3) to be mobile-friendly and intuitive; and 4) to modernize our look and feel.

**Summary:** It was time for a new website for the City of Merriam and Merriam Visitors Bureau. Our old site(s) were visually redesigned in 2016, however, the content hadn't been overhauled since they were initially launched with our former vendor in 2007. The sites were messy, dated, and the search function was useless. In March, 2021 the CVB launched a new subsite of the City--one that is responsive, search-robust, and visually appealing. Given the current analytics year-over-year at a 47% pageview increase, we know the redesign process was a success.

**Web Link:** [www.exploremerriam.com](http://www.exploremerriam.com)

**Additional:** N/A

**Comments:** N/A