



City Website Update

Presented to City Council on March 3, 2025

Background

The city of Burleson's website is updated every four years as part of our contract with CivicPlus. The last redesign was in 2020; the latest update began in 2024 and is set to launch in spring 2025. A website committee, formed in July 2024, reviewed layout and functionality issues. The team evaluated other government sites to improve accessibility, mobile-friendliness, and modern design.

- **Multi-departmental city website team meeting: July 22, 2024**
- **Project Kickoff Meeting with CivicPlus: August 13, 2024**



Goals

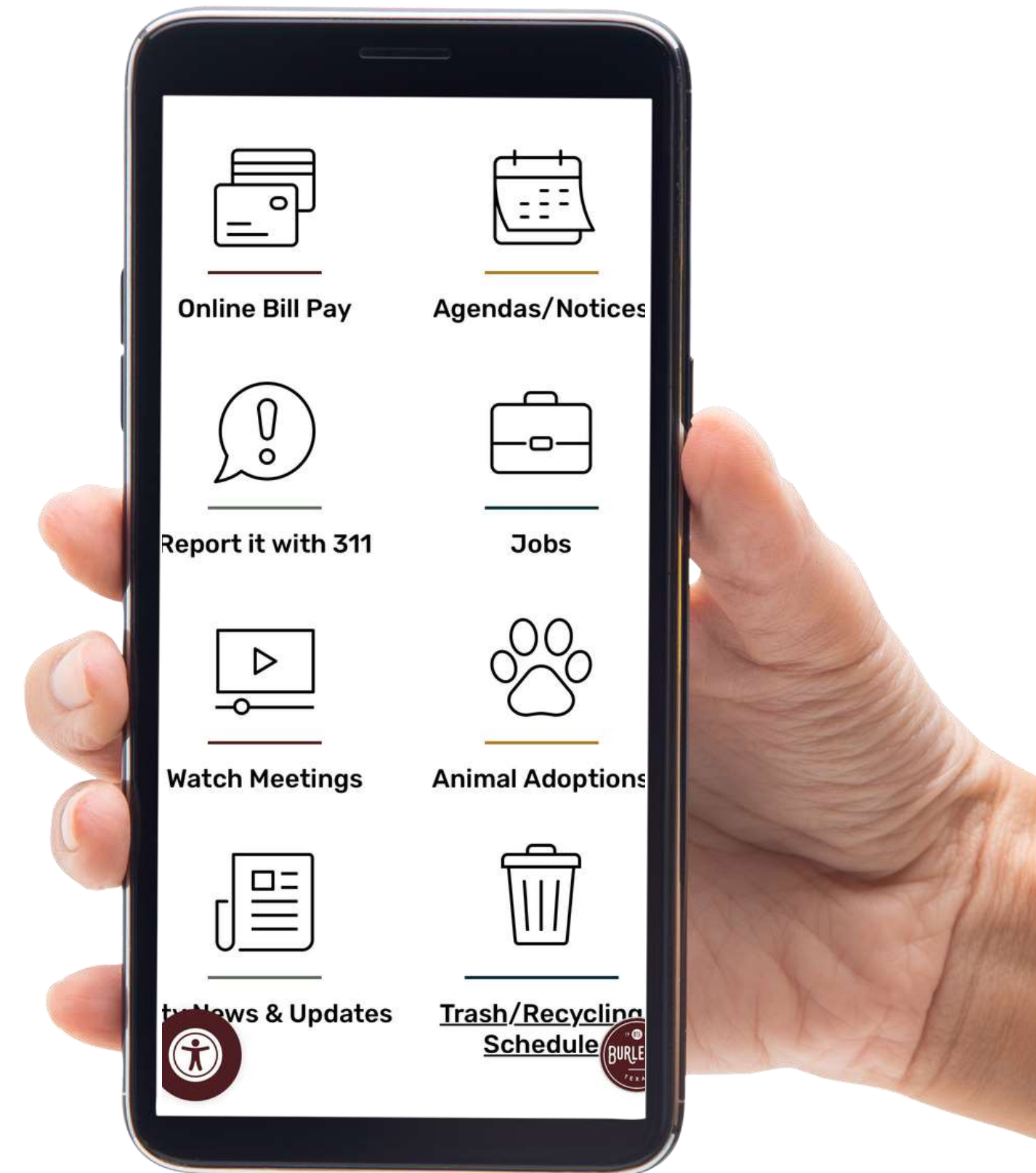
- **Make more mobile-friendly**

Google Analytics pulled from the city's website shows a shift toward majority mobile users; from less than 50% in 2020 to approximately 70% in 2024.

- **Clean up & modernize visuals**

The team requested to improve scrolling capability and visual appearance of website buttons.

- **Include more quick links on the homepage for top visited pages**



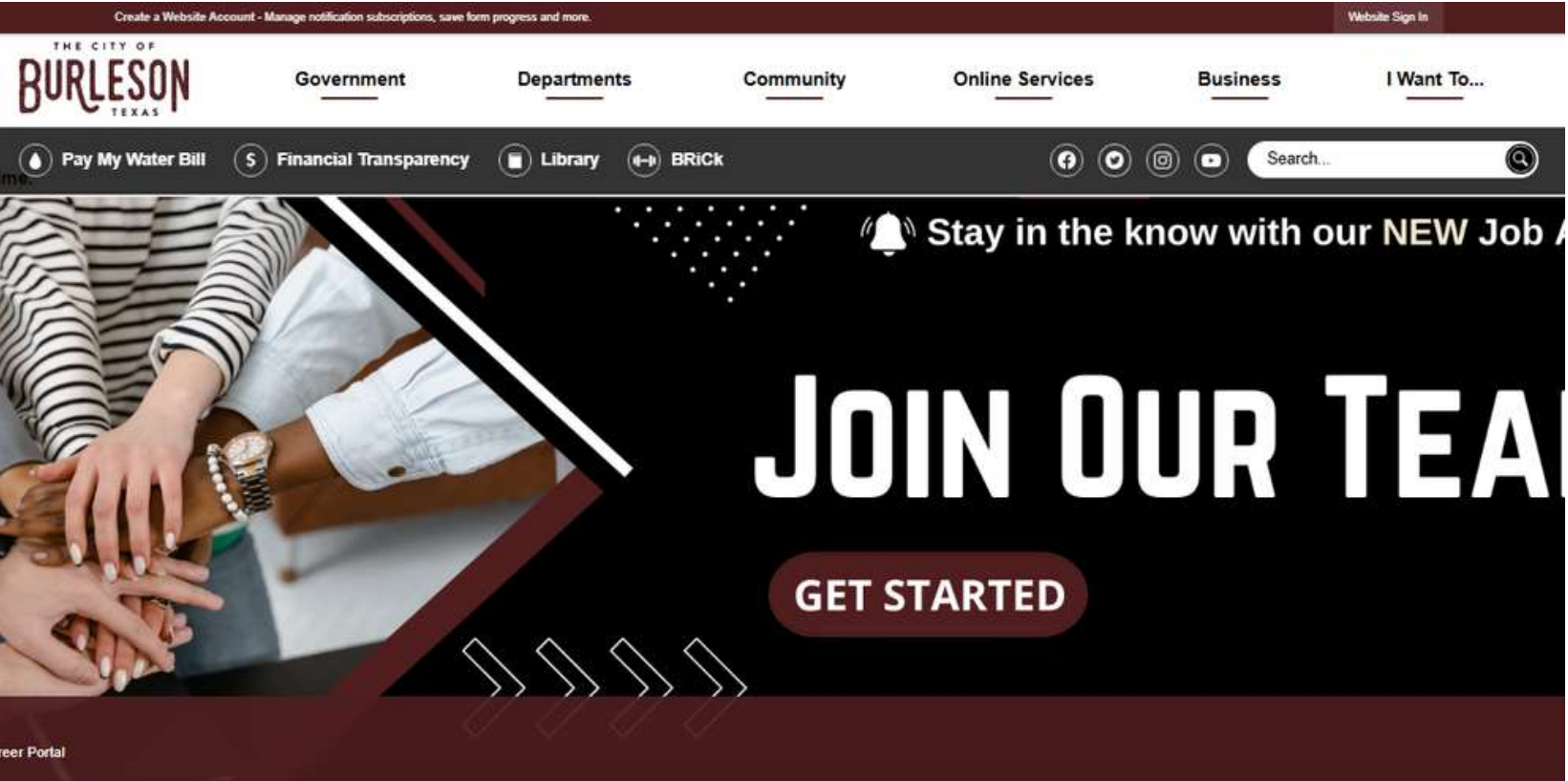
Quick Links for Most Visited Pages

| Page name | Views |
|--|---------|
| 1 ★ / | 429,650 |
| 2 ★ /2149/Burleson-Recreation-Center-Brick | 178,414 |
| 3 ★ /72/Library | 173,765 |
| 4 ★ /229/Payment-Options | 151,236 |
| 5 ★ /Search | 148,959 |
| 6 ★ /CivicAlerts.aspx | 138,056 |
| 7 /Archive.aspx | 75,903 |
| 8 ★ /628/Online-Payments | 75,683 |
| 9 ★ /500/Animal-Services | 69,722 |
| 10 ★ /226/Utility-Customer-Service | 60,407 |

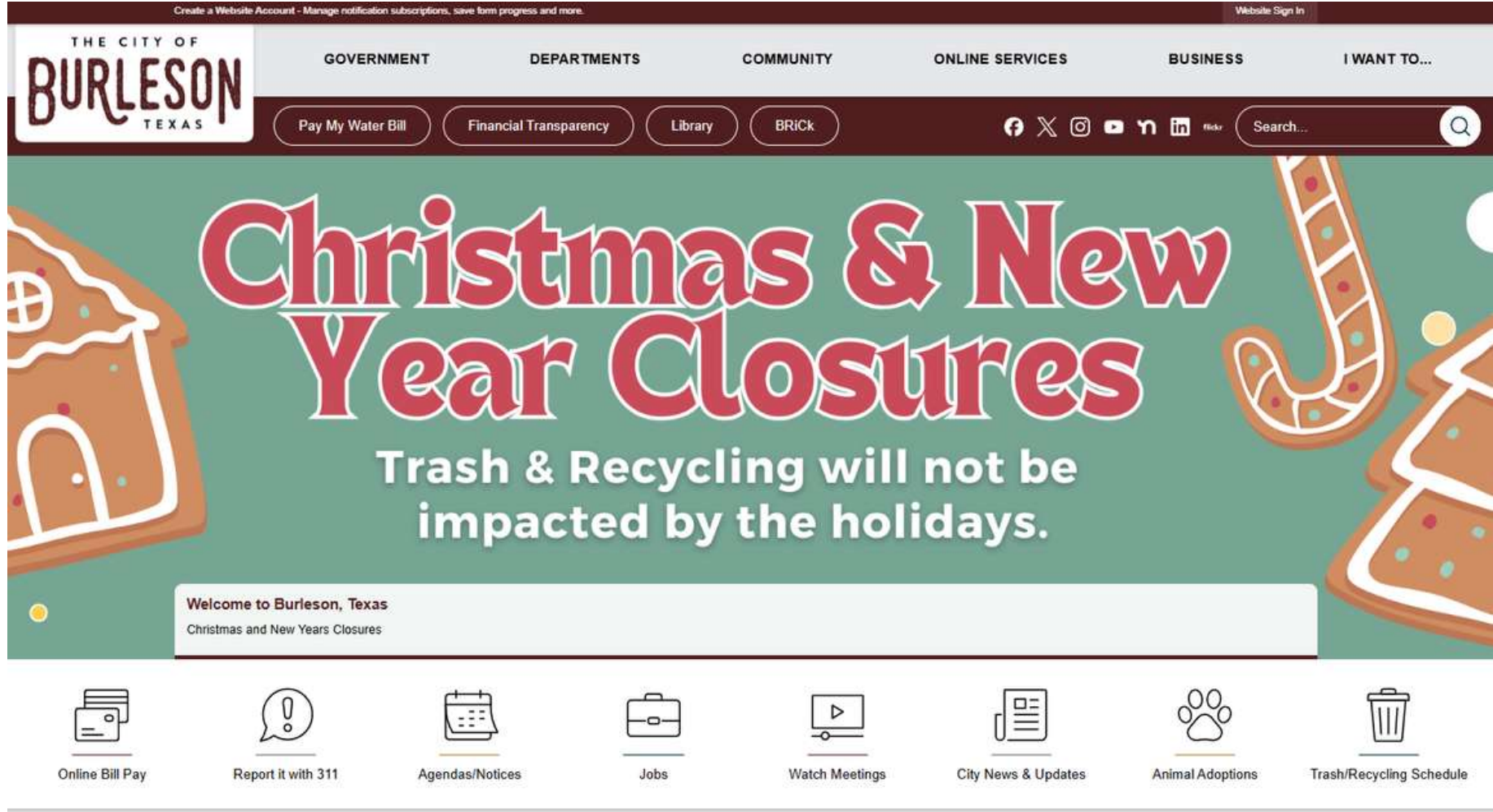
| Page name | Views |
|--|--------|
| 11 ★ /301/Memberships | 52,918 |
| 12 /237/Crime-Reports-Statistics | 48,627 |
| 13 ★ /503/Adoptions | 46,656 |
| 14 ★ /calendar.aspx | 46,571 |
| 15 ★ /701/Garage-Sale-Information | 45,906 |
| 16 ★ /1715/Events-Festivals | 45,879 |
| 17 ★ /1645/Your-Trash-Recycling-Schedule | 45,073 |
| 18 ★ /Calendar.aspx | 42,112 |
| 19 /310/Indoor-Pool | 41,890 |
| 20 /1780/Red-White-BTX | 39,300 |

★ Indicates pages that have quick link included on new homepage design

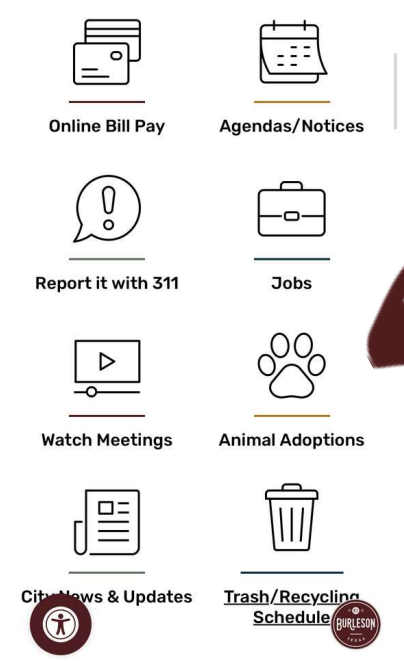
Side-by-side comparisons



CURRENT



UPDATED




Mobile view of buttons

Side-by-side comparisons

20 quick links

NEWS & ANNOUNCEMENTS
Stay up to date with Burleson

City Council Affirms Current Solid Waste and Recycling Contract Through 2029




City Council Affirms Current Solid Waste and Recycling Contract Through 2029

After careful consideration, the council decided to maintain the current terms of the contract until its expiration in September 2029.

[Read on...](#)

Paris Baguette Expands to Burleson



Paris Baguette Chooses Burleson for Manufacturing Facility

Paris Baguette to build first North American food manufacturing facility in Burleson

[Read on...](#)

[View All News](#)

HOW CAN I?
Find information quickly

- Development Around Town
- Pay
- Stay Connected

What is being built here?
Building Permit Activity Monthly Reports
Current Zoning & Specific Use Permit Requests
Zoning Map

UPCOMING EVENTS
What's happening near you

Calendar

Sat, Feb 1 - Fri, Feb 14
[Project Prom Donation Acceptance](#)
[Read On](#)

Tue, Feb 11
[Fake Cake Trinket Boxes](#)
[Read On](#)

Wed, Feb 12
[Hunger Games Movie Nights](#)
[Read On](#)

[View All Events](#)

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 1 |

RESIDENTS

- Ask a Question
- Water
- Trash & Recycling
- Animal Adoption
- Library Card

GOVERNMENT

- Watch Meetings
- City Council
- Board & Commissions
- City Secretary
- Code of Ordinances

GET INVOLVED

- Sign up for Alerts
- Get Connected
- Upcoming Events
- BRICK Membership
- Volunteer


DOING BUSINESS

- Permits & Inspections
- Community Development
- Economic Development
- Burleson GIS Maps
- Garage Sale Information

NEWS & UPDATES
Stay Up To Date With Burleson


[NEWS](#) [EVENTS](#)

City Council Affirms Current Solid Waste and Recycling Contract Through 2029




City Council Affirms Current Solid Waste and Recycling Contract Through 2029

Paris Baguette Chooses Burleson for Manufacturing Facility




Paris Baguette Chooses Burleson for Manufacturing Facility

Green selected as Employee of the Quarter



Green selected as Employee of the Quarter

Tanz selected as Employee of the Year



Tanz selected as Employee of the Year

CALENDAR
Meetings & Events

SAT, FEB 15

Saturday Morning Sketch Group
Grab your creative gear and join in! Each Saturday...

[Read On](#)

WED, FEB 19

Public Art Focus Group Meeting: General Community

[Read On](#)

SAT, FEB 15

Date Night Experience
Escape to the farm for a night of fun and relaxati...

[Read On](#)

WED, FEB 19

Public Art Focus Group Meeting: Artists & Creatives

[Read On](#)

TUE, FEB 18

Project U Leadership Conference
Project U is a full-day leadership conference, fea...


[Read On](#)

THU, FEB 20

Public Art Focus Group Meeting: Business Community & Creative Entrepreneurs

[Read On](#)

[VIEW FULL CALENDAR](#)



13 quick links

CURRENT

UPDATED

Mobile view of quick links

Side-by-side comparisons



CURRENT

Contact Us

City of Burleson
141 W Renfro Street
Burleson, TX 76028-4296

Phone: 817-426-9600

Non-emergency police
24/7 phone: 817-426-9903

ADA Coordinator
Phone: 817-426-9664

Quick Links

- Agendas & Minutes
- Archive Center
- Code of Ordinances
- Emergency Notifications
- Employment
- Maps

Helpful Links

- Americans with Disabilities Act
- Contact Us
- Copyright Notices
- Employee Login
- Home

The screenshot shows a redesigned website layout with a dark blue header and footer. The main content area is white and divided into five columns:

- CONTACT US:** City of Burleson, 141 W Renfro Street, Burleson, TX 76028-4296. Phone: 817-426-9600. Non-emergency police 24/7 phone: 817-426-9903. ADA Coordinator Phone: 817-426-9664.
- SOCIAL MEDIA:** Facebook, X, Instagram, YouTube, Nextdoor, LinkedIn, Flickr.
- QUICK LINKS:** Agendas & Minutes, Archive Center, Code of Ordinances, Emergency Notifications, Employment, Maps, Mosquito Control, Year Round Water Restrictions.
- HELPFUL LINKS:** Americans with Disabilities Act, Contact Us, Copyright Notices, Employee Login, Home, Privacy Notices, Site Map.

A large, faint watermark of the '19 BIX 12' logo is visible in the background of the screenshot. The footer contains the CivicPlus logo and the text 'Government Websites by CivicPlus®'.

UPDATED

Additional Information

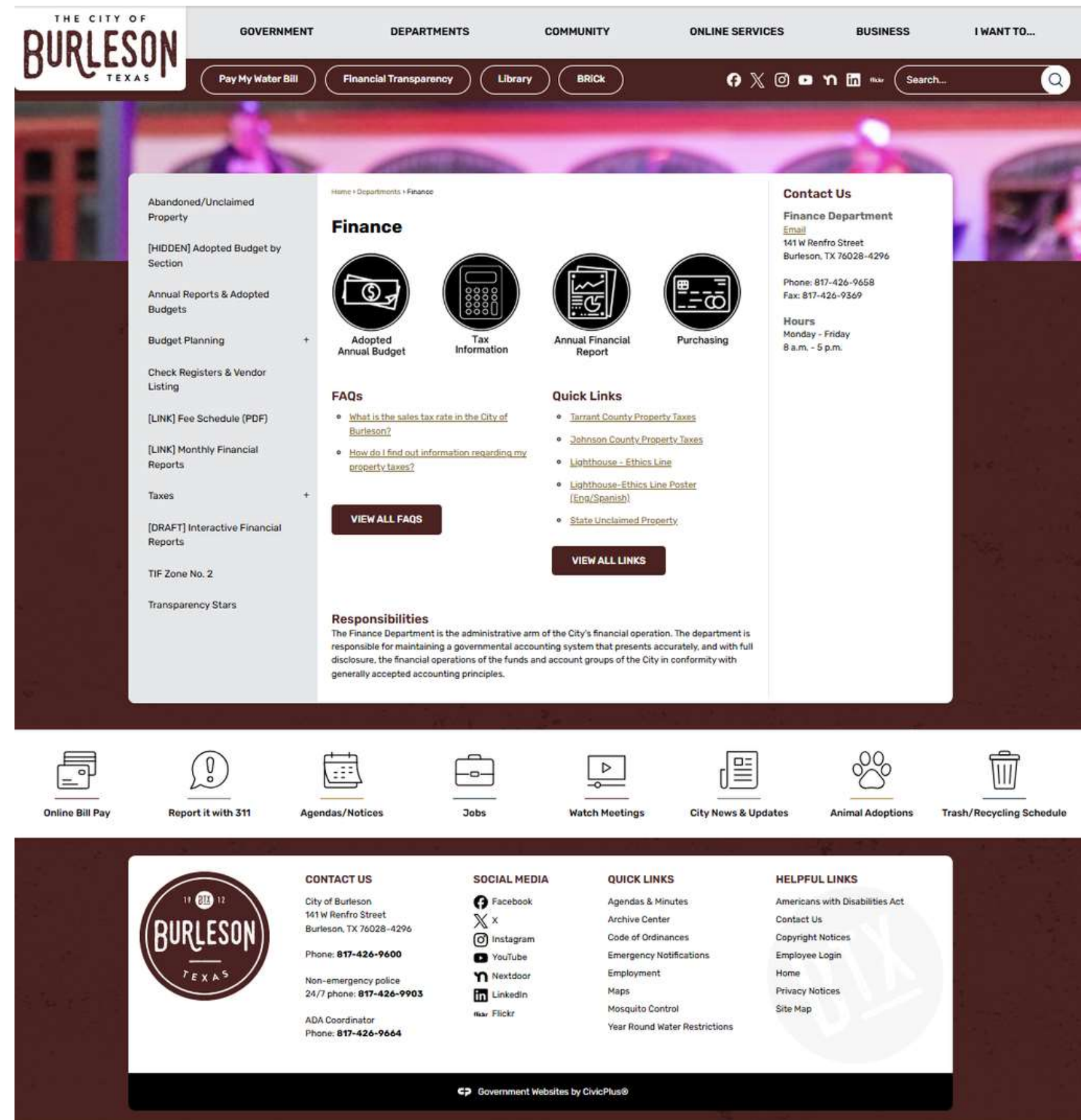
- **BPD and BRiCK homepages**

As part of our contract with CivicPlus, Burleson Police Department and the Burleson Recreation Center have premium department header packages, which helps their pages to stand out by having a different appearance from the city's homepage.

The marketing team submitted department-specific high-resolution photos, logos, branding materials and social media links to be included on those pages.

- **Internal page preview**

Shown on the right is an example of how the homepage changes will display across internal pages.



Next Steps

- **Final Review & Testing**

Staff will internally test updates features & navigation and perform accessibility & mobile optimization checks.

- **Public Awareness**

Develop a communication plan to inform residents of changes.

- **Official Launch**

Finalize all adjustments based on testing and announce official launch through city channels. Monitor performance and address any post-launch issues.

- **Post-Launch Monitoring & Adjustments**

Continue evaluating website features' performance and address reported issues.



Questions/Comments?

Staff Contact

DeAnna Phillips
Director of Community
Services

dphillips@burlesontx.com

817-426-9662