# 7 Questions To Help Make Your Website More User-Friendly

Does your municipal website welcome users? Can they easily find the information they seek, complete necessary functions and exit as satisfied customers? No website is perfect, but improvements are within your reach when you're getting the right input and implementing the right way. Begin with these questions:
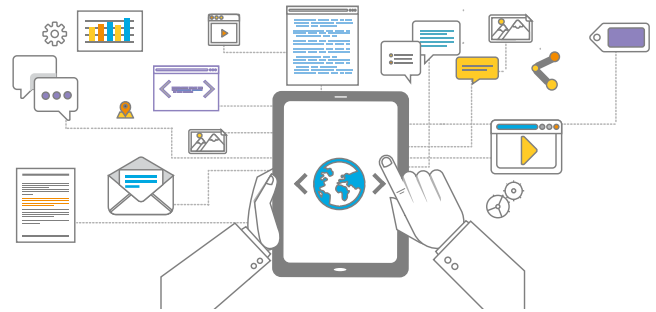
Getting the Right Input

1. What does the data say? Numbers don't lie, but they can tell you where and how visitors are using your site. It's crucial to check your analytics and understand what your most popular pages and features are, so you can make it easy for your users to reach them.

2. What are you hearing from visitors? When citizens can't find what they need online, they pick up the phone. Look for common threads in their comments, so you can prioritize pain points to address.

3. What does your staff think? Anybody who works on your website day-in and day-out probably has a pretty good idea of what's working well and what's not. Talk to your editors and see where they see opportunities.

Implementing the Right Way

4. Does your site organization make sense outside your agency walls? Residents shouldn't have to understand your internal hierarchy to find what they need. Some basic user testing can uncover whether your site organization is intuitive or not.

5. Is your copy easy to read and understand? Your website shouldn't look like a wall of words and feel like a legal brief. Break things up into bite-size bits that readers can quickly scan and understand.

6. Are your calls to action visible and clear? Next steps and calls to action should be obvious on every page of your site.

7. Do visual elements help the visitor? Buttons, graphics and photos should illuminate and guide visitors, not clutter or confuse them.