



August 8, 2018

Madeira Beach Seeks Community Feedback on New Website

MADEIRA BEACH, FL – The City of Madeira Beach is about to take a prodigious step forward in the digital universe with a brand-new website, and city officials want to know what residents, businesses and visitors want to see. The city is asking the public to take a short survey to tell designers what they look for in a website. Access to the survey can be found on the city’s existing website www.madeirabeachfl.gov.



City Manager Jonathan Evans spoke of a “digital front door to the community” when the City Commission recommended moving forward with developing a plan for the new website. City officials have some specific goals in mind for the new site including:

- A color pallet that represents the aesthetics and character of the beach community
- An easy to navigate home page with stream-lined menus
- A site that is both attractive and functional on all platforms including tablets and smartphones

“Almost half (47%) of Americans get their news and information online. Just two years ago 20% of users 65 and older got their news and information online, today that number is 30%. Two-thirds (67%) of Americans ages 65 and older get news and information on a mobile device, a 24% increase over the past year”, said Project Manager Lacy Lafave. “When you design a website for a community, you need to know what that community wants and that’s why we are asking them the question.”

The survey will be open until midnight Friday, August 17, 2018. The new City of Madeira Beach website is currently scheduled to go live in November.

For more information contact Curt Preisser, City of Madeira Beach Public Information Officer at 727-391-9951 x299 or cpreisser@madeirabeachfl.gov.