

A very basic review of the current Discover Valdez website has been done, and it is in need of some help. The type of help that needs some investment and focus. Sadly enough, there has been a great deal of neglect to this site and right now it does not fully support travelers' needs or member business needs.

We cannot wait until we have a new organization in place. Each day that the site is in its current state is a day that the travelers and the community are underserved. Interim fixes will only get us so far. The following is a suggestion plan to consider doing longer term strengthening to the site:

IMMEDIATE: To be facilitated by Colleen and Martha with support from Simpleview the web framework provider

- Identify immediate update, nonstructural, that would include:
 - New guide flip book,
 - Event updates,
 - Deletions of address and info center hours,
 - Deletion of the temporary closed statement,
 - Home page update to show summer and winter features.
- Finalization and contracting the below plan for longer term structure and writing.

2026 Updates/Needs:

- Member Business Listings and Advertisements
 - Obtain a listing from Quickbooks of current members, their membership levels. (This work is in progress/started.)
 - Obtain a member benefits listing from VCVB.
 - Cross reference the members with web benefits and ensure that the site is correct.
 - This may take more support that Colleen and Martha can give. Does the City have someone else that could support this?
- Outline a new web structure/flow with Simpleview
 - We will not be able to do a complete restructure, but we can clarify and outline what should be on each page. This will mean in most situations, removal of what is there and new writing for what should be there.
 - We will need to focus on essential and then make it more robust for 2027.
- Contract writers that are local to draft text for pages and introductions.
 - We have two persons in mind would just need to make an offer, decide on rates and set deadlines and topics for each to work on.
- Contract a person/firm to review writing for brand SEO strength and AI bot search suggestions. There is no reason to do any work if SEO is not focused on.
- Upload new copy to pages.

Ideally the member listing and advertisement portion can be done at the same time as the outline and writing.