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GLENDALEAZ.COM UNVEILS SLEEK NEW LOOK COUNTING DOWN TO SUPER BOWL

GLENDALE, Ariz. – Amid record visitors, the city of Glendale's official Web site recently launched a fresh new face, ready to captivate new and current visitors coming to the site.

Since its initial redesign almost two years ago, the site has more than doubled in visitor numbers, with a record 378,000 in March 2007.

In an effort to continue to drive more Web traffic and to meet the needs of current web visitors, new design and navigation features were introduced.

Here are some of the new features.

- **New Navigation Bar-** Look to the top left of the new blue top navigation bar to find the A-Z departments and services listings. There are also new shortcuts to frequently visited city officials pages, resident services, visitor features, important business and economic development information, and our city's online services, such as bill pay and the Glendale Bulletins e-news system.
- **'Glendale Essentials' quick links.** The 'Glendale Essentials' section is a new feature on the right side of the home page (found along side the city's home page feature stories). The 'Essentials' section offers more shortcuts to commonly requested and visited sections of the city's Web site, such as city improvement projects, sanitation schedules and visitor attractions.
- **Stay tuned: Left navigation enhancements are coming.** In an effort to make it easier to navigate within city department Web pages, there will be a left nav format (as opposed to the top navigation). This change will make the navigation more consistent with traditional Web practices and will also provide city departments with even more space to share news with residents online. These changes will occur in the next few weeks.



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- **More vivid visuals.** The new design also boasts an eye-catching home page slideshow that treats visitors to the best images of Glendale and its programs and services. This bold photographic display also helps deliver appealing messages to residents and visitors by giving them quick tips and information tied to an image. Readers will find all of the information teased in the slideshow within the city's home page story selection below. (For an example, visit the site this week to see visual tips for safely beating the heat.)

This new look also boasts a more convenient way for users to read important city news. Similar to an MSN.com format, the stories now fill two columns in the middle of the home page, with short teasers so visitors can read a little or click links to read a lot.

To check out the newly designed web site, visit www.glendaleaz.com.

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