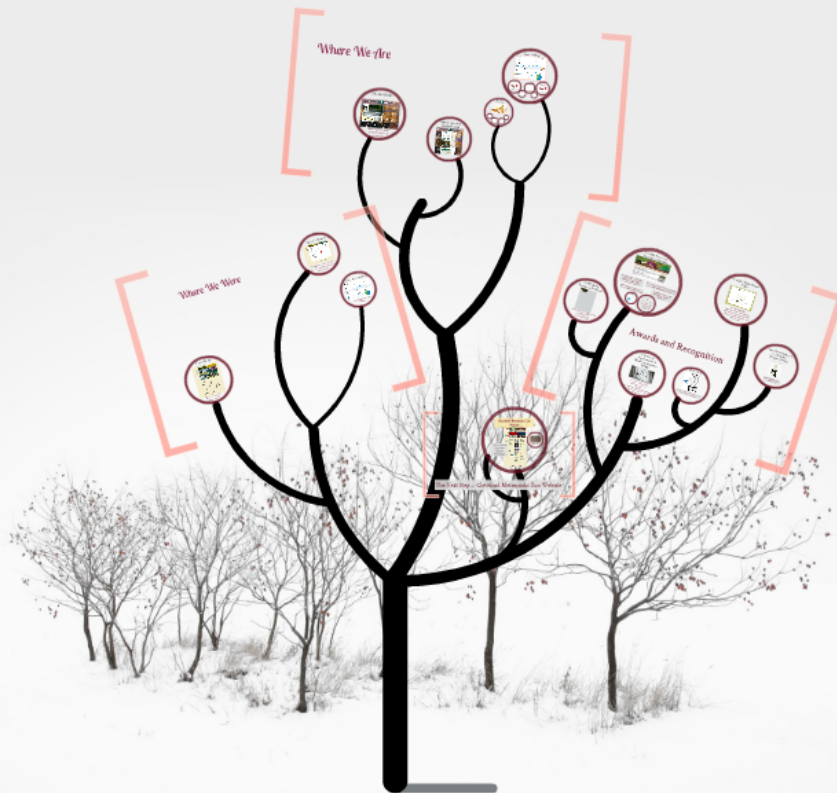
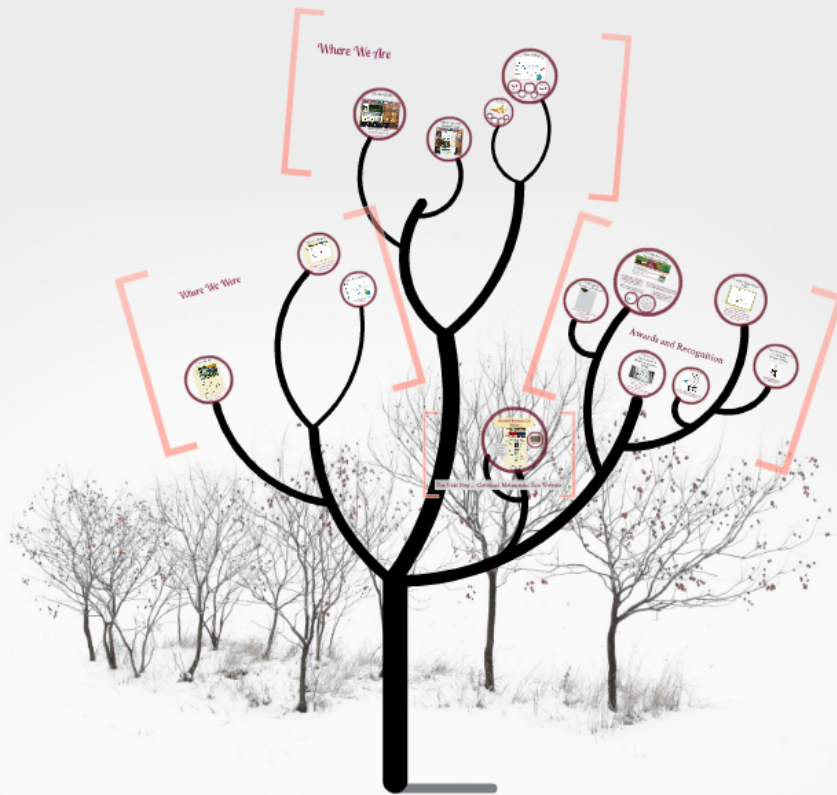


Cleveland Metroparks Website Initiatives



Cleveland Metroparks Website Initiatives



HOME VISIT LEARN SHOP NEWS ABOUT US MAKE A DIFFERENCE CLEVELAND METROPARKS ZOO

Cleveland Metroparks

Site Search

Commission for Accreditation
CAPRA
ACCREDITED
of Park and Recreation Services

FIND A PLACE
Maps and Reservations

EVENTS CALENDAR
Find special events and programs

ACTIVITIES
What to do and where to do it

GETTING STARTED
Plan your trip

REGISTER AND RESERVE
Tee times, events and picnic areas

QUICK LINKS
Frequently asked questions and popular pages

CAPRA Accredited
Cleveland Metroparks is proud to announce it has been accredited by CAPRA, the most prestigious organization for certifying standards of excellence in park districts in the U.S.
[More...](#)

GET OUT. GET ACTIVE.
Live the outdoor life in Cleveland Metroparks. Explore over 27,000 acres in 18 reservations.

Where We Were

Difficult to Navigate



Finding related content was hard to come across without significant hunting around.

Underachieving Analytics



Visitation numbers were good, but not great

Dated Design



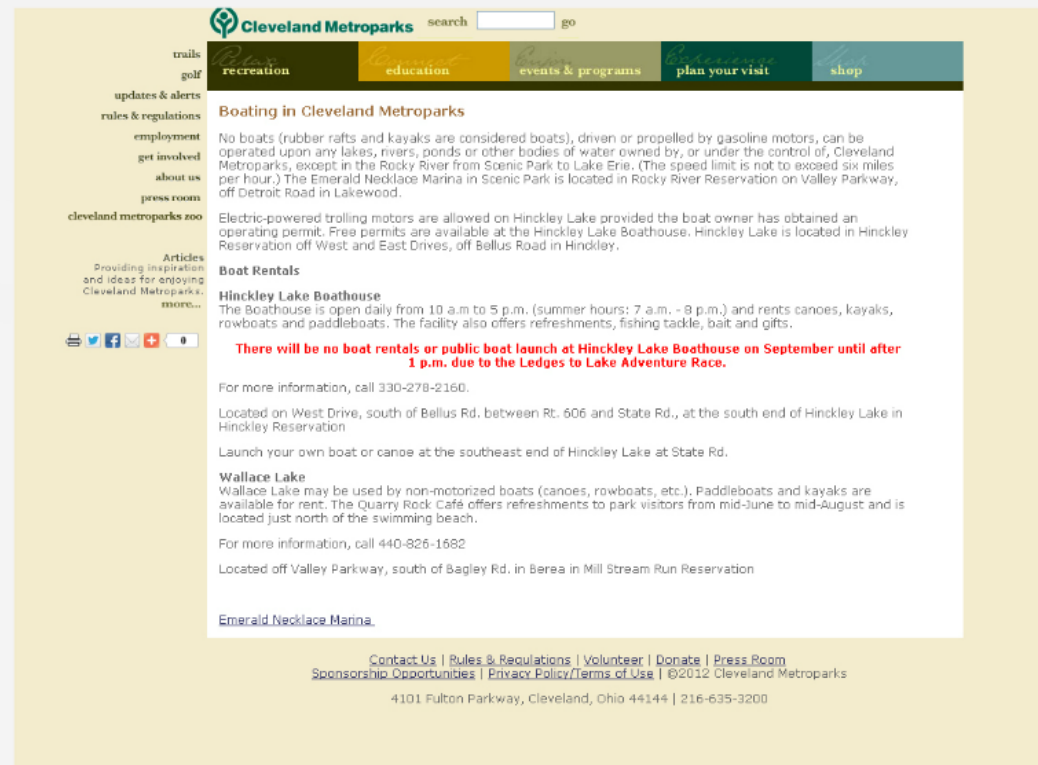
Design did not inspire people to action

Dated Design

The screenshot shows the Cleveland Metroparks website with a dated design. The header includes the logo, a search bar, and a navigation menu with items like 'trails', 'rules & regulations', 'employment', 'get involved', 'about us', 'press room', and 'cleveland metroparks zoo'. The main content area features a grid of six large, overlapping buttons with images and text: 'recreation', 'outdoor education', 'events & programs', 'plan your visit', 'Cleveland Metroparks ZOO', and 'gifts & more'. Below this grid are three columns of text, each with a heading and several items, each followed by a 'more...' link. The columns are: 'upcoming events' (listing events like 'Annual Return of the Buzzards', 'Buzzard Sunday!', '35th Cleveland International Film Festival', 'Toad-ally! Awesome Amphibians', 'North Coast Nature Festival', 'A Run for the Roses! Murder Mystery Dinner', and 'Children's Fishing Derby'), 'get out & get active' (listing 'Ledge Pool Pre-season Passes', 'Summer Camps', 'Blogs & Podcasts', 'Questing', 'Exciting Institute of the Great Outdoors (IGO) trips and programs', 'Golf Bonus Rounds', 'Emerald Necklace is available online', and 'Walking Works'), and 'Cleveland Metroparks 2020: The Emerald Necklace Centennial Plan' (listing 'Eco Explorers', 'Branching Out', 'Check Reservable Facility Availability', '2011 New Reservable Facilities', 'GPS Coordinates', 'Products/Service out to bid', 'Cleveland Metroparks Surplus Items', and 'Subscribe to Emerald Necklace online'). The footer of the page includes 'updates & alerts'.

Design did not inspire
people to action

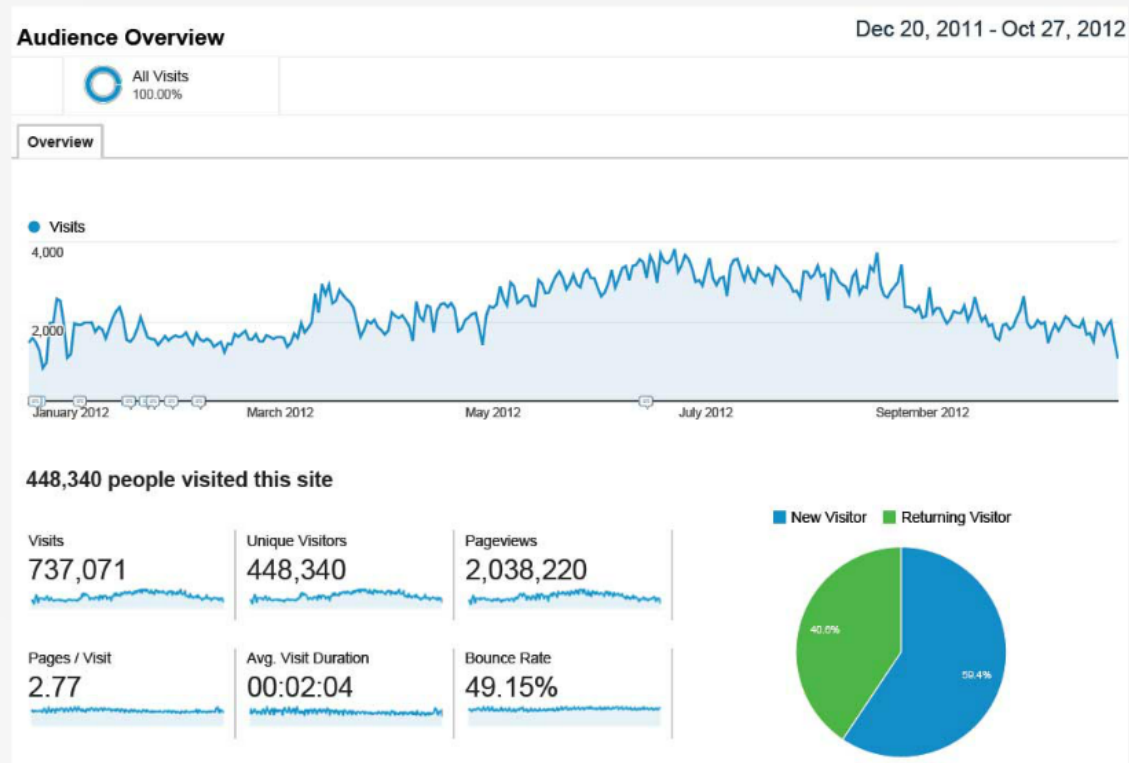
Difficult to Navigate



The screenshot shows the Cleveland Metroparks website. At the top, there is a search bar and a navigation menu with categories: recreation, education, events & programs, plan your visit, and shop. On the left side, there is a vertical menu with links for trails, golf, updates & alerts, rules & regulations, employment, get involved, about us, press room, and cleveland metroparks zoo. Below this menu is a section for 'Articles' with a sub-header 'Providing inspiration and ideas for enjoying Cleveland Metroparks...' and a 'more...' link. The main content area is titled 'Boating in Cleveland Metroparks' and contains several paragraphs of text. A red notice states: 'There will be no boat rentals or public boat launch at Hinckley Lake Boathouse on September until after 1 p.m. due to the Ledges to Lake Adventure Race.' Below this, there are sections for 'Hinckley Lake Boathouse' and 'Wallace Lake', each with contact information and location details. At the bottom of the page, there is a footer with links for 'Contact Us', 'Rules & Regulations', 'Volunteer', 'Donate', 'Press Room', 'Sponsorship Opportunities', 'Privacy Policy/Terms of Use', and '©2012 Cleveland Metroparks'. The address '4101 Fulton Parkway, Cleveland, Ohio 44144 | 216-635-3200' is also listed.

Finding related content was hard to come across without significant hunting around.

Underachieving Analytics

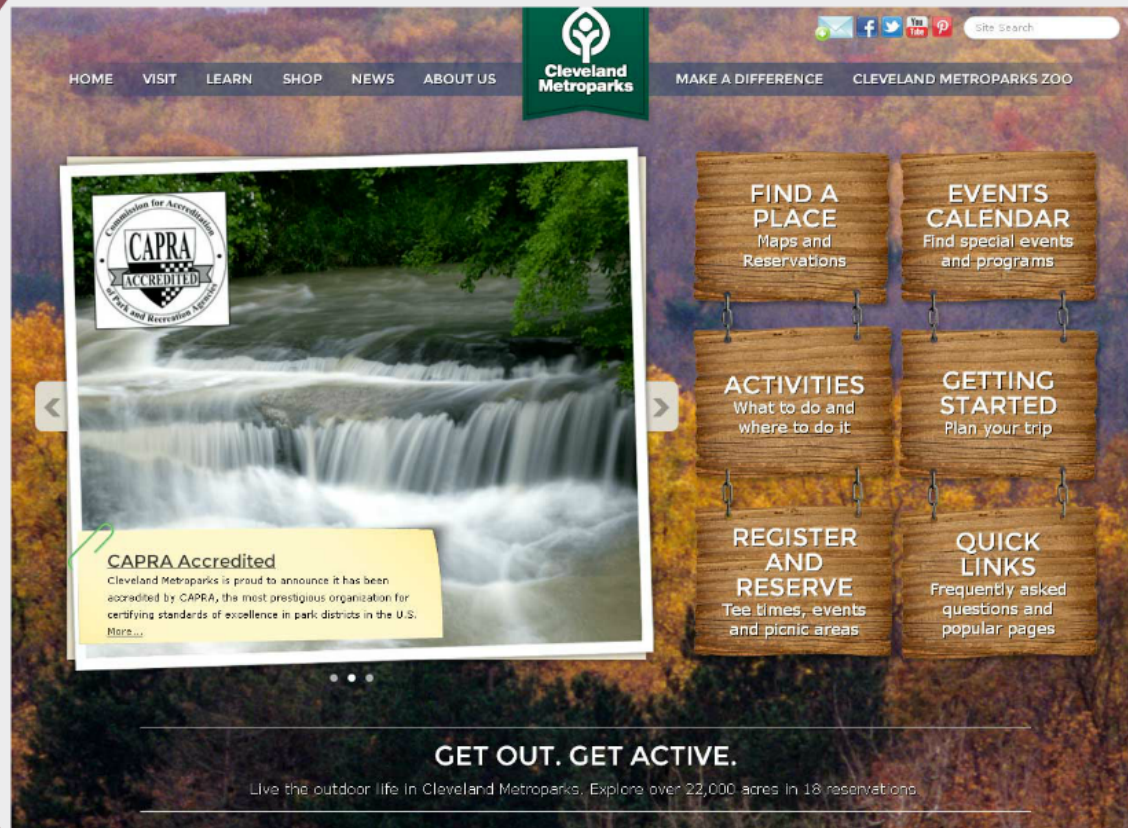


Visitation numbers were good,
but not great

Where We Are



Refreshed Design

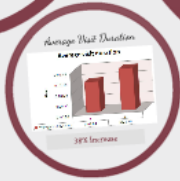
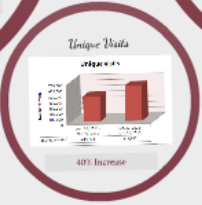
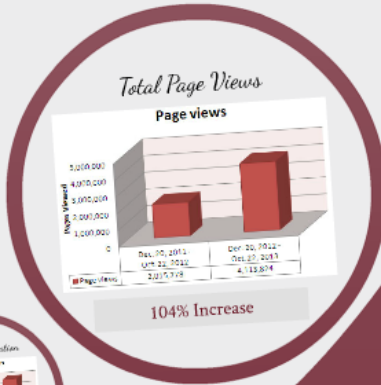
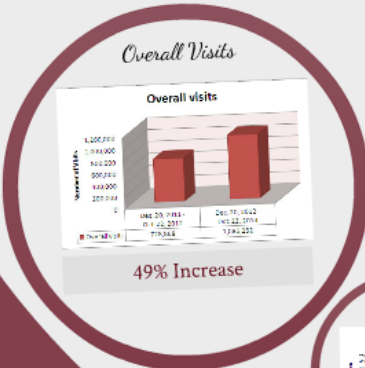
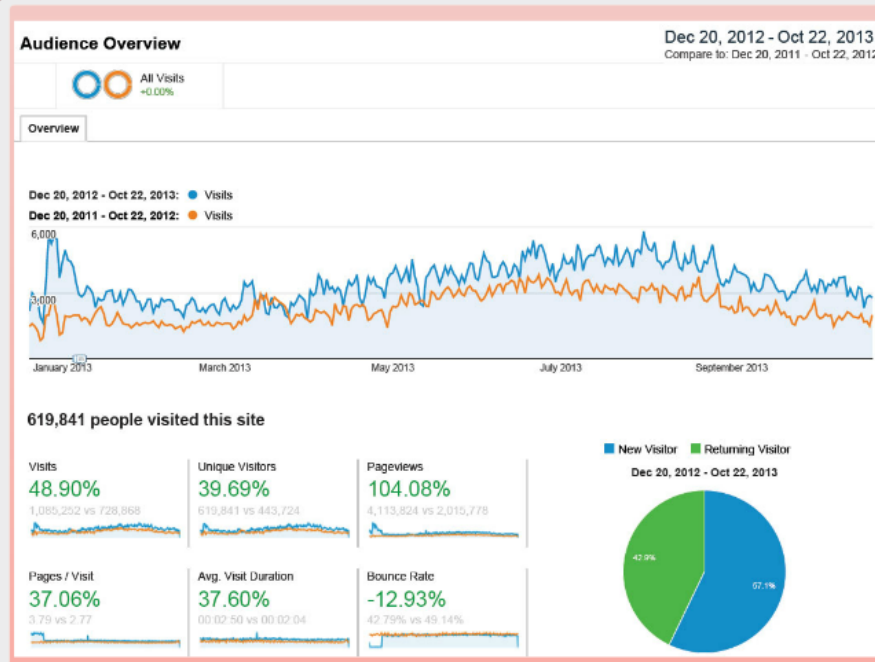


More inspirational and
representative of our
reservations

Related Information Readily Available

The screenshot shows the Cleveland Metroparks website for Rocky River Reservation. The page layout includes a top navigation bar with links for HOME, VISIT, LEARN, SHOP, NEWS, ABOUT US, MAKE A DIFFERENCE, and CLEVELAND METROPARKS ZOO. A search bar is located in the top right corner. On the left side, there is a 'VISIT' sidebar menu with a list of reservation locations, including Rocky River Reservation. The main content area features a title 'ROCKY RIVER RESERVATION' followed by a descriptive paragraph, a 'Recreation in Rocky River Reservation' section with icons for various activities, a 'Events & Programs' section with a list of upcoming events, a 'Nature/Visitor Center' section, a 'Maps & Info' section with links to various maps, and a 'Picnic Areas' section. On the right side, there is a 'FIND A PLACE' sidebar menu with links for EVENT CALENDAR, ACTIVITIES, EXPERIENCES, REGISTER AND RESERVE, and FAQs. At the bottom of the main content area, there is an 'INTERACTIVE MAP' showing the location of Rocky River Reservation in Lakewood, Ohio. Red arrows point to the 'VISIT' sidebar, the 'Recreation in Rocky River Reservation' icons, the 'Events & Programs' section, the 'Maps & Info' section, the 'Picnic Areas' section, the 'FIND A PLACE' sidebar, and the 'INTERACTIVE MAP'.

Improved Usage



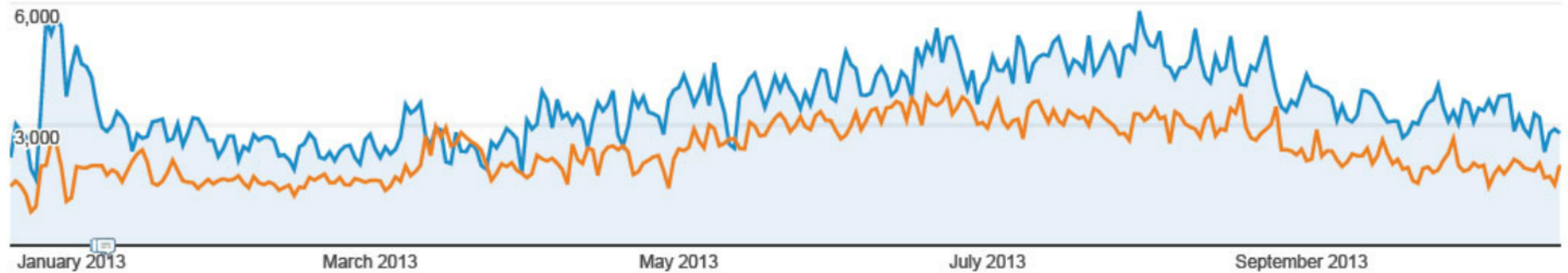
Audience Overview

Dec 20, 2012 - Oct 22, 2013
Compare to: Dec 20, 2011 - Oct 22, 2012

All Visits
+0.00%

Overview

Dec 20, 2012 - Oct 22, 2013: ● Visits
Dec 20, 2011 - Oct 22, 2012: ● Visits

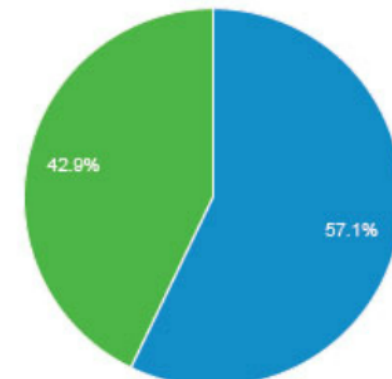


619,841 people visited this site



■ New Visitor ■ Returning Visitor

Dec 20, 2012 - Oct 22, 2013

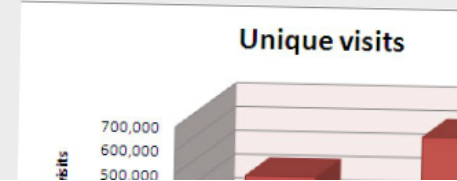


Overall Visits



49% Increase

Unique Visits

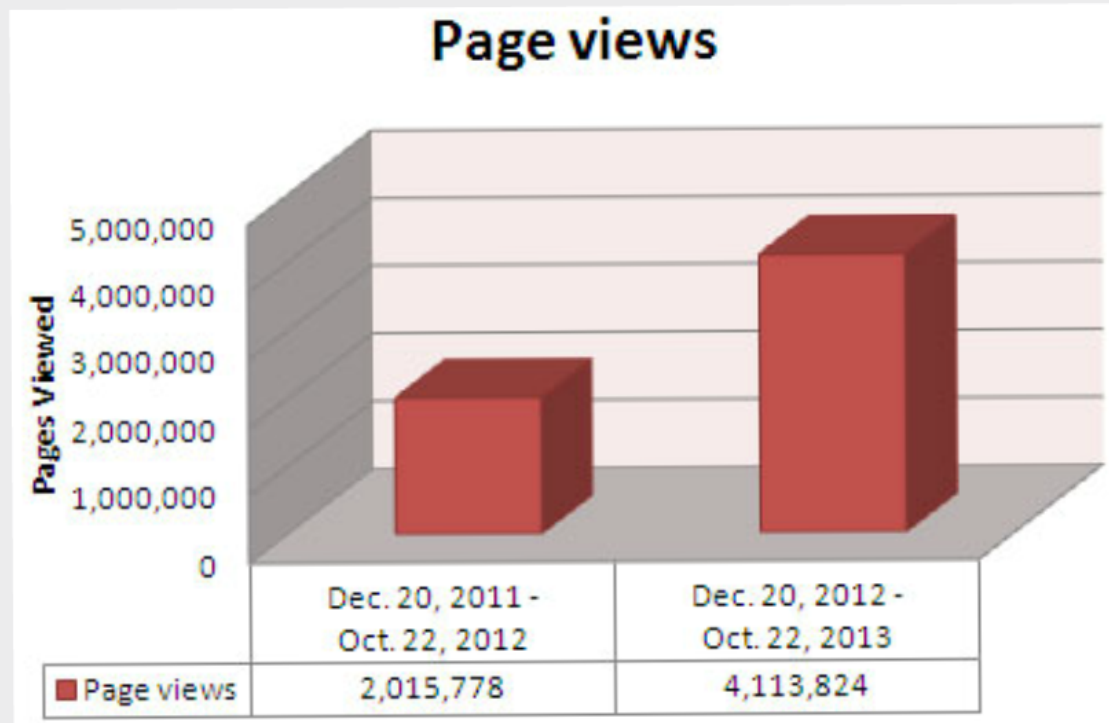


Unique Visits



40% Increase

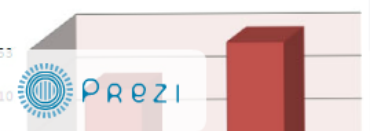
Total Page Views



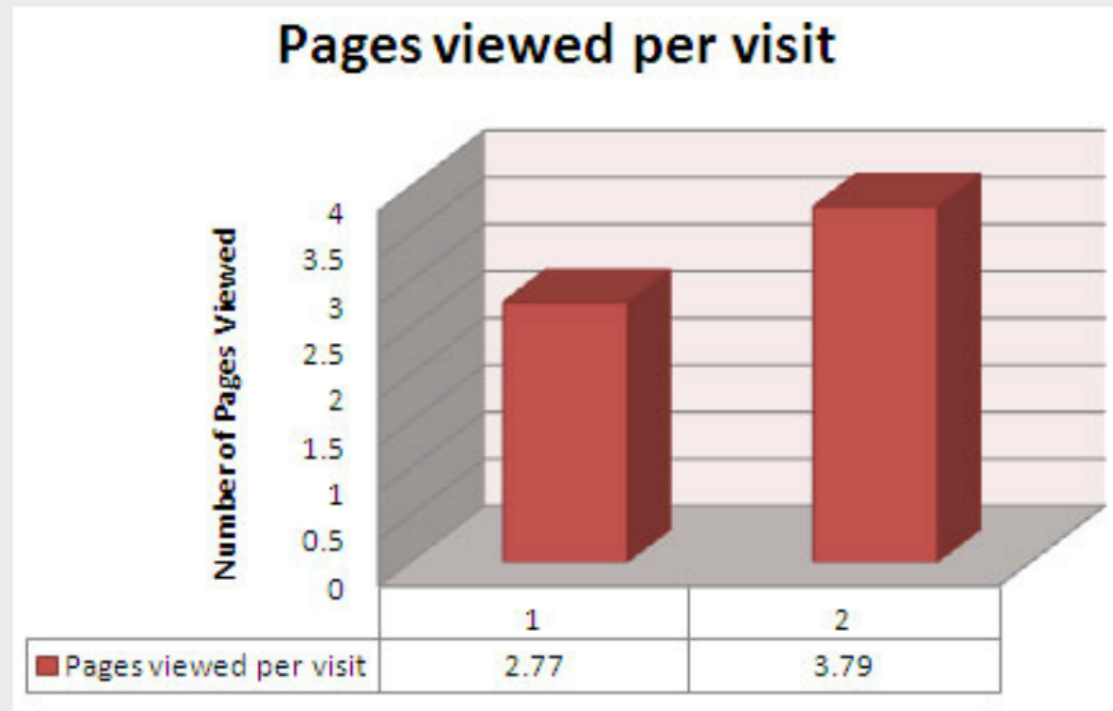
104% Increase

Page Visit Duration

Average visit duration

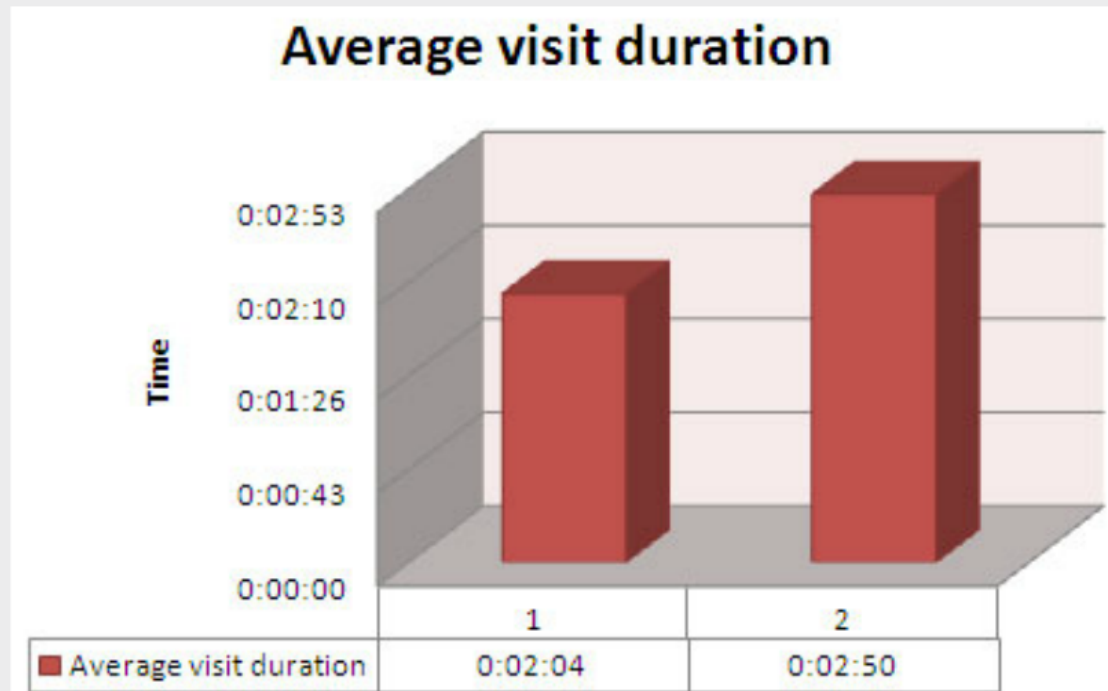


Average Pages Viewed Per Visit



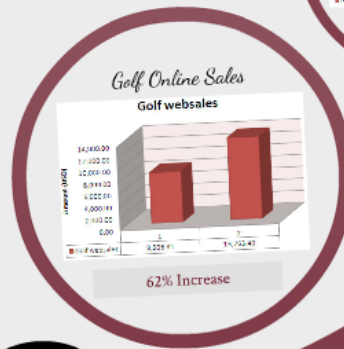
37% Increase

Average Visit Duration

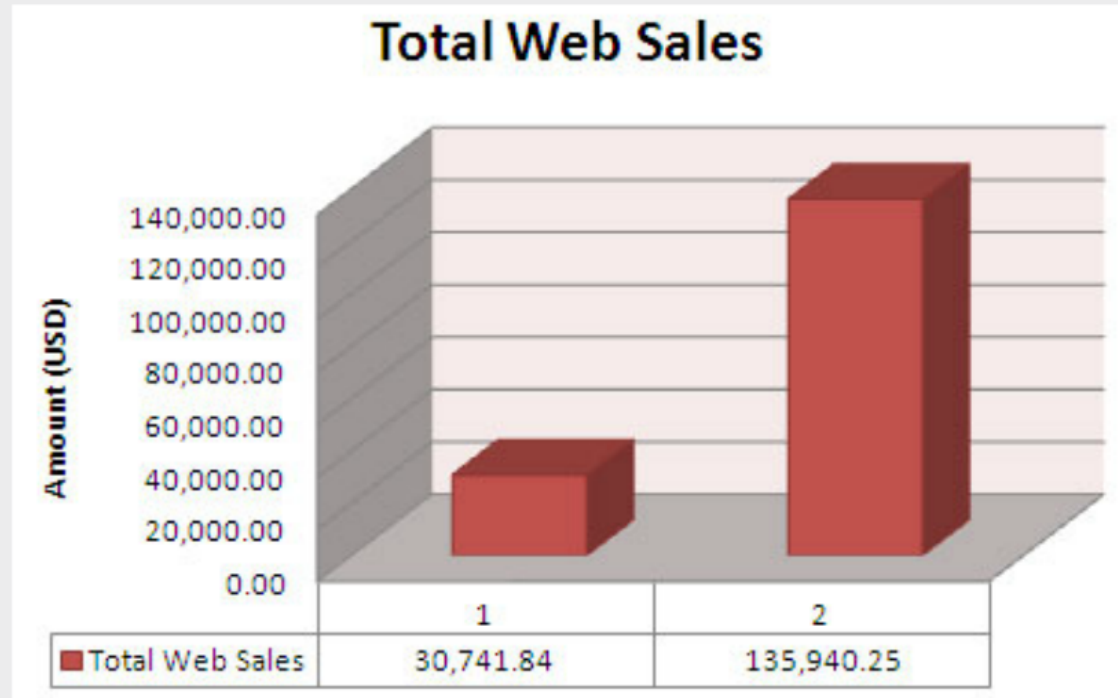


38% Increase

Improved Online Financial Gains



Total Web Sales

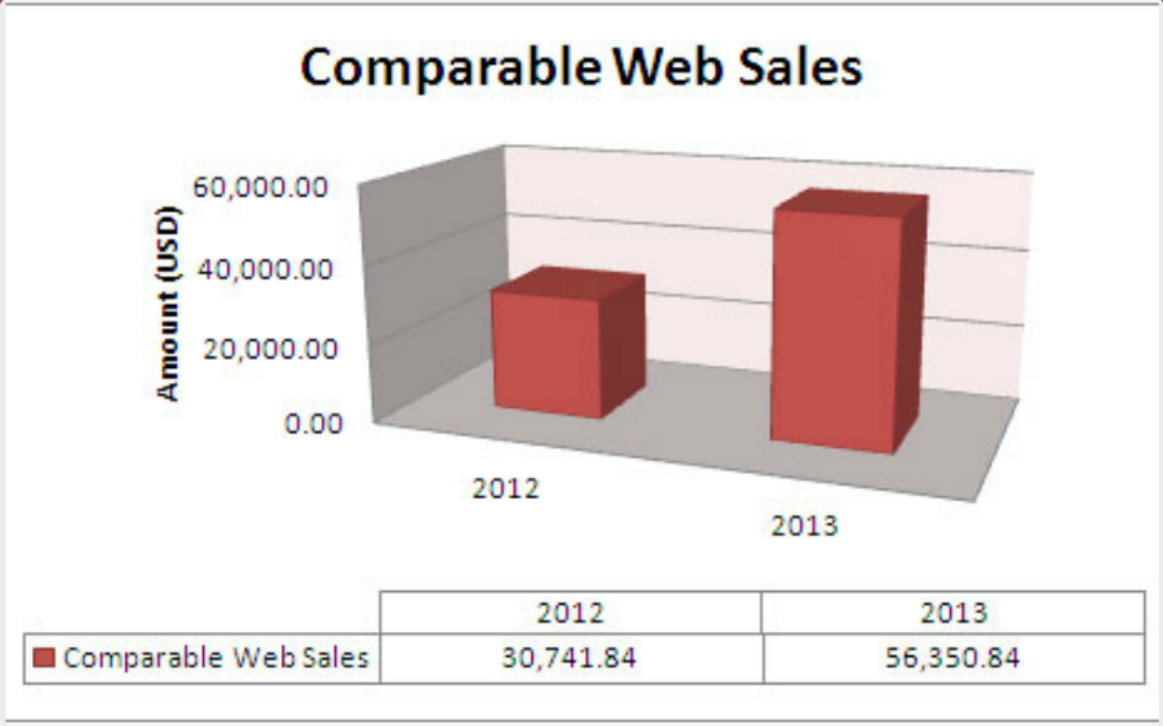


342% Increase

2
135,940.25

se

Comparable Web Sales



83% Increase

Nature Shop Online Sales



735% Increase

Golf Online Sales



62% Increase

Awards and Recognition

Interactive Media Awards (IMA)



Other Winners Include:
The states of Rhode Island, Arkansas, Utah, Texas, Mississippi and Maryland.
(Sonoma County is only other park district to win)

What Our Patrons and Contemporaries Are Saying



Cleveland Metroparks' New Website
Cleveland Metroparks unveiled a newly designed website. Reviewers praise its help in navigation, mobile phone access, and ease of use. Computer with strong graphics from any location.

Discovery Education's Performance
Cleveland Metroparks' website, graphics, and parks to create an online and mobile user experience. Content and mobile phone access, and how using your own mobile devices.

Mill Creek Metro Parks Serving Mahoning County: your new website is GREAT! Beautiful, easy to navigate, and inviting. Kudos to whoever designed it.

Examiner.com: 'Cleveland Metroparks unveils improved user friendly website for New Year'

Cleveland.com: 'Check out new website look for Cleveland Metroparks'

Twitter: 'Find Time for Fun at FunTimeofFun @clevelandmetroparks I really like the redesign!'



Web Marketing Association's WebAward



GOVERNMENT STANDARD OF EXCELLENCE
Other winners include:
Dept. of the Navy, NASA, State of Main, Fannin Mic

International Academy of the Visual Arts: W3 Award (Silver)



General Website Categories - Government

City-County Communications & Marketing Association (CCMA)



SAVVY AWARD (1ST PLACE)
Government Website - Overall (population 99,000 and up)

Judges quote:
Beautiful visuals. Beautiful site. Very easy to use. Love the buttons on the right side of the homepage

Davey Awards



SILVER AWARD - GOVERNMENT WEBSITE
SILVER AWARD - HOMEPAGE

What Our Patrons and Contemporaries Are Saying



Technology in the Classroom

Cleveland Metroparks' New Website

Cleveland Metroparks unveiled a [newly designed website!](#) Browse interactive maps to help locate reservations, trails, picnic areas, and area features complete with driving directions from any location.

Discovery Education's Puzzlemaker

[Puzzlemaker online](#) allows teachers, students, and parents to create and print customized word search, crossword and math puzzles, and more using your own word lists.



Cleveland Metroparks

Mill Creek Metro Parks Serving Mahoning County: your new website is GREAT! Beautiful, easy to navigate, and inviting. Kudos to whoever designed it.

Examiner.com: 'Cleveland Metroparks unveils improved user friendly website for New Year'

Cleveland.com: 'Check out new website look for Cleveland Metroparks'

Twitter: Find Time for Fun @FindTimeForFun @clevemetroparks I really like the redesign!



Facebook

Richard L. Barnett: I like the overall feel and look of the site.

thee baham: Loving the update, nice modern feel to it.

Joe Wojnarowski: New site is much better than the old one ... Nice job!

Pat Landolt Nichols: love it! looks really nice and customer friendly with lots of information. great job guys!

Western Reserve Masonic Community: Love the new website! Beautiful design and easy to navigate. We'll definitely be sharing it with our followers!

Lynda Warner: A definite improvement! Locations are well defined now - very nice! Also, it's great to be able to search for specific activities or events, or see what's happening at a given location.

Rachel Rawlings: Brll. LOVE IT!

Jackie Kirtin-Madden: love it!

g Award

Facebook

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Jackie Kirin-Maiden: love it!

Seven Awards from Six Agencies



Interactive Media Awards (IMA)



Other Winners Include:

The states of Rhode Island, Arkansas, Utah, Texas, Mississippi and Maryland.

[Sonoma County is only other park district to win]

*City-County
Communications &
Marketing Association
(3CMA)*



SAVVY AWARD (1ST PLACE)

**Government Website - Overall
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Other winners include:

Dept. of the Navy, NASA,
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Davey Awards



SILVER AWARD - GOVERNMENT WEBSITE
SILVER AWARD - HOMEPAGE

Cleveland Metroparks Zoo Website



Current website has plenty of room for improvement.



The Next Step ... Cleveland Metroparks Zoo Website

Cleveland Metroparks Zoo Website

The screenshot shows the current website layout. At the top left is the Cleveland Metroparks Zoo logo. Below it are navigation links: 'Contact Us', 'Get Involved', 'News Room', and 'FAQ'. A search bar is present. The main content area features four large colored buttons: 'discover animals & plants' (green), 'learn education' (red), 'explore in your visit' (blue), and 'protect conservation & science' (purple). Below these are sections for 'upcoming events' (listing 'AMERICA RECYCLES DAY' and 'THANKSGIVING AT THE ZOO'), 'visit the zoo', 'plan your event', and 'go wild'. On the right side, there are sections for 'what's new' (featuring a tiger), 'online extras' (with 'WebCams' and 'The Roar Report'), and 'support the zoo'. The footer contains contact information and the address: 3900 Wildlife Way, Cleveland, Ohio 44109 | 216-661-9000.

Current website has plenty of room for improvement.



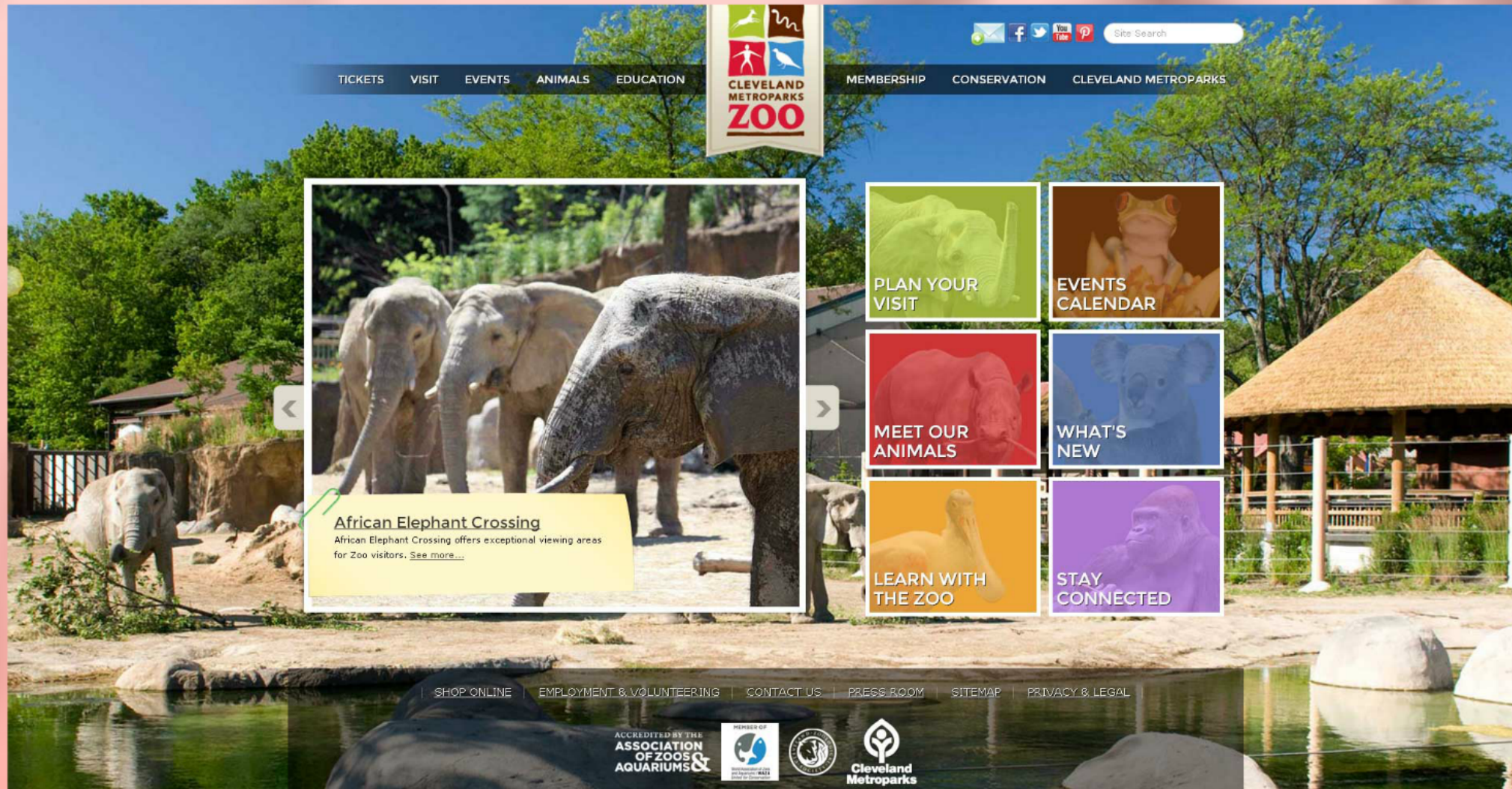
Coming November 4, 2013

All-New Clemetzoo.com



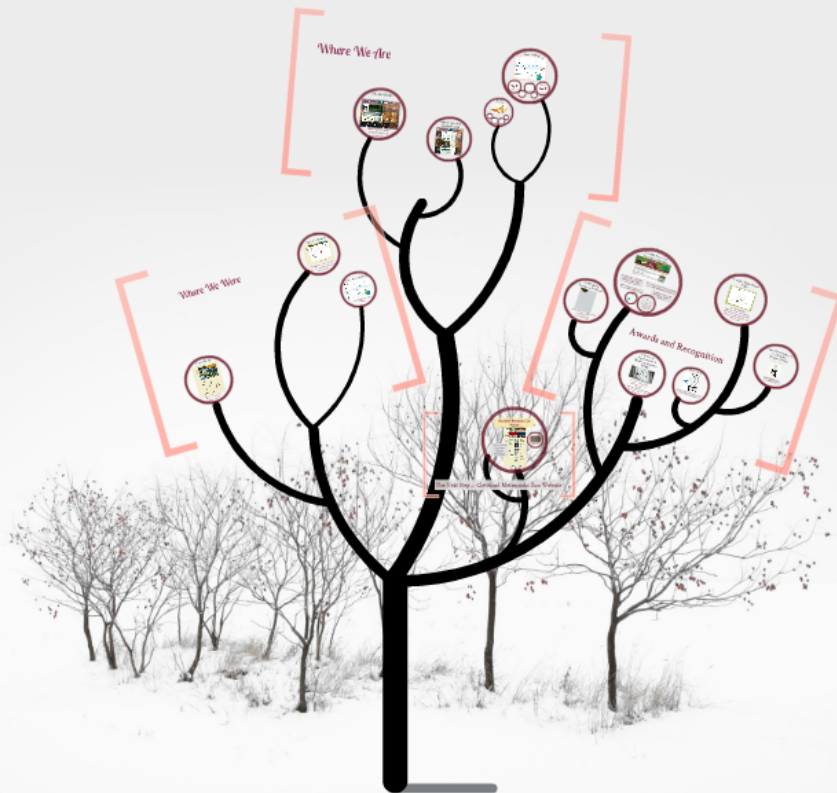
Coming November 4, 2013

All-New Clevelmetzoo.com



Coming November 4, 2013

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