



A new design for www.hertsmere.gov.uk



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Improvements to Hertsmere Borough Council's homepage – www.hertsmere.gov.uk – make it easier to find what you need, first time.

The changes to the homepage are part of a wider website improvement project that has been developing the site's content and navigation. The aim of the work is to ensure Hertsmere.gov.uk meets the needs of all our customers.

Feedback from user testing, alongside evidence from Google Analytics, have driven the key changes made to the website.

Leader of the Council and Portfolio Holder for Communications, Councillor Morris Bright MBE, said: "The new homepage design is part of a wider project to improve our website so that it is a user-friendly, valuable resource for our communities.

"Ensuring information about our council services and the wider community is available to our residents is vital, and has been particularly important during recent lockdowns and the pandemic.

"We have carried out user testing throughout to ensure changes are led by our customers, as well as ensuring our website is accessible to all users, including blind or visually impaired visitors.

"We are continuing to improve our website design and accessibility to ensure it remains a vital tool for our residents."

Since the start of pandemic in March 2020 the site has seen a 61 per cent increase in new visitors and a 35 per cent increase in page views to hertsmere.gov.uk.

Key changes to the homepage include:

- Renaming service buttons to better reflect what users are searching for
- Adding in an emergency messaging feature to alert customers to important info/pages directly from the homepage.
- Improved accessibility for our blind/visual impaired users
- A stripped back header and footer to include key links.
- A more prominent news carousel with improved accessibility
- Additional accessible news articles with their own description, title and image.

Recent improvements across the website include ensuring our PDFs are accessible, making tables responsive on all devices, designing the news carousel to be compatible with mobile devices, updating copy and improving layout design to ensure pages are screen reader friendly.

Councillor Bright added: "Our website is a vital resource for our residents and service users, so it's important that it's as user-friendly and accessible as possible. I hope these improvements to our website help make finding information about council services and partner organisations simpler."

Visit www.hertsmere.gov.uk to see the changes.

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