

Monthly Website Performance Report

City of Riverton (Sample) | February 2026

■ ■ Top Risks This Month

- 1 Residents searching for “holiday trash pickup” with no dedicated page
- 2 6 outdated pages still receiving traffic
- 3 Mobile usability issues on high-traffic pages

Executive Summary

Website performance improved this month with **+12% traffic growth**, driven by Events and Public Safety content. However, several issues were identified that may impact resident experience and increase staff workload, including missing content for common searches, outdated pages, and mobile usability gaps. Addressing these items will improve access to key services and reduce confusion.

Key Metrics

Metric	Value
Traffic Growth	+12%
Mobile Usage	72%
Broken Links	4
Outdated Pages	6

Resident Search Behavior

Search Term	Volume	Insight
holiday trash pickup	64	No dedicated page
parking permit downtown	42	Information unclear
building permits	28	Strong engagement

These searches highlight gaps in access to key services and opportunities to improve clarity.

Issues Identified

- 1 4 broken links affecting active pages
- 2 6 outdated pages still being accessed
- 3 2 accessibility risks (WCAG-related)

Estimated Impact

- 1 Missing content may generate avoidable resident inquiries

- 2 Outdated pages may reduce trust and create confusion
- 3 Mobile usability issues may limit access for most users

Recommended Actions (Priority Order)

- 1 Add a 'Holiday Trash Pickup' page
- 2 Update outdated department pages
- 3 Fix broken links and redirects
- 4 Improve mobile formatting for Events page

SimpleCivic Insight

Residents are actively searching for time-sensitive services. Improving access to seasonal and permit-related information will reduce confusion, improve usability, and support staff efficiency.

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