



<http://business.markham.ca>

New Economic Development Website

# Introduction & Outline

---

- Purpose - Why a new website?
- User Comments and Key Issues
- Solutions
- Demonstration of Website
- Next Steps

# Purpose – Why a New Website

---

- Demand for upgraded service accessibility
- Differentiation of resident and business services
- Central Location for information
- “Customer Expectation”
- New Design Opportunity

# User Comments and Key Issues

---

- Comments from Businesses and Eco Dev peers
- No visual link to “business services” on Town Website
- Too much text on Town website
- Difficult to find business information quickly
- Once business information is located – difficult to navigate through the data

# Solutions

---

- New “Doing Business in Markham” link added to Town home page
- Distinct and separate URL – <http://business.markham.ca>
- Permanent navigation menu makes information easy to find
- Links to MSBEC and ISCM
- Data is updated and more useful to clients
- Feedback button

# Next Steps

---

- Launch <http://business.markham.ca> on
- Collect website generated feedback and continue collecting feedback from EDO peers
- Hold focus group with key business leaders in Markham
- Prepare presentations for the new Business Directory and Vacant Land application tool