NEWS RELEASE
From Mayor Dean DePiero

FOR IMMEDIATE RELEASE   **Contact: Jack P. Marschall**
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PARMA WEBSITE CONTINUES GROWTH IN USER POPULARITY

(PARMA) – Data provided by Aztek, the City of Parma's website provider, shows a continuing growth in user visits to the site by both residents and those living outside the area. The Picture Gallery remains the most popular link at www.cityofparma-oh.gov.

"We quickly discovered our website is the quickest and best platform for residents to stay informed," said Parma Mayor Dean DePiero. "Our capability for getting news and information out in a hurry is there for the taking, and we're taking advantage of it on a daily basis."

Aztek reports the City of Parma website had more than 260,000 visits in 2009. The monthly average was nearly 22,000; daily visits numbered more than 700; average time spent on the website was just over two minutes.

According to Aztek, the volume represents one of the highest city website user rates in a 16 county area. Most visitors are brought to the site through a Google search or a direct "bookmark." The Photo Gallery and City Hall are the most popular links.

"Parma continues to have one of the most approachable, functional, user-friendly websites of any city in northern Ohio," said Kevin Latchford, COO of Aztek. "Parma has used our partnership in several ways to solidify and complement the city's open communication forum."

Last August, the City of Parma added RSS Feed options on its website for the news, podcasts and calendar events. The hi-tech procedure allows anyone to stay informed by retrieving the latest content from the website instantaneously without having to sign-on.

In other words, RSS, known as Really Simple Syndication, allows the user to subscribe for free in order to receive an "alert" that their designated website has posted new information. It is similar to Google alerts or Yahoo alerts

"The RSS option has proven to be the easiest tool to keep our residents up to date with any information posted on our website," said Mayor DePiero. "It has become the most practical link for residents to stay connected with the latest news and developments in their community."

Users can subscribe for free to news, podcasts and calendar events on the City of Parma website at www.cityofparma-oh.gov. Just click on one of the RSS icons for more information.

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