

3 Ways to Make Your County Website More Successful

An effective county website serves, represents and delights its visitors. However, delivering on these goals can be difficult as counties tend to be large, decentralized and less-visible to their residents than local cities or towns. When faced with these challenges, where do you begin?

Here are three key elements to consider to help you create a strong online presence.

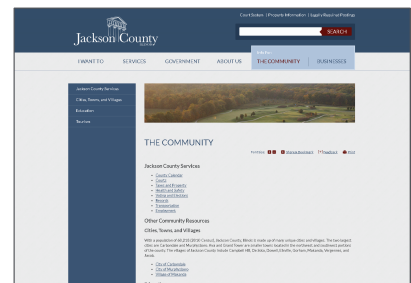
1 Identify Your Visitors' Top Tasks
 Most county websites are full of information, which can make them overwhelming to the average site visitor coming to perform a specific task.

Review your website analytics to identify the most frequently visited pages and information. Then, adjust your homepage and navigation to make sure it's easy to access. Carver County, Minnesota uses large call-to-action buttons on the homepage to direct residents to its most popular pages.



2 Keep Content Customer-Focused
 With so many rules and facts to convey, it can be easy to complicate online processes with jargon and legalese.

Write simple, succinct, action-oriented content that allows visitors to accomplish their tasks quickly. Jackson County, Illinois uses easy-to-scan headings and links to convey information on their community page.



3 Don't Forget About Branding
 In the midst of creating informational websites, counties often miss a valuable opportunity to showcase their brand online.

Think about what makes your area unique and use imagery to showcase it. Monterey County, California highlights beautiful imagery of key regions in the county in their homepage collage.

