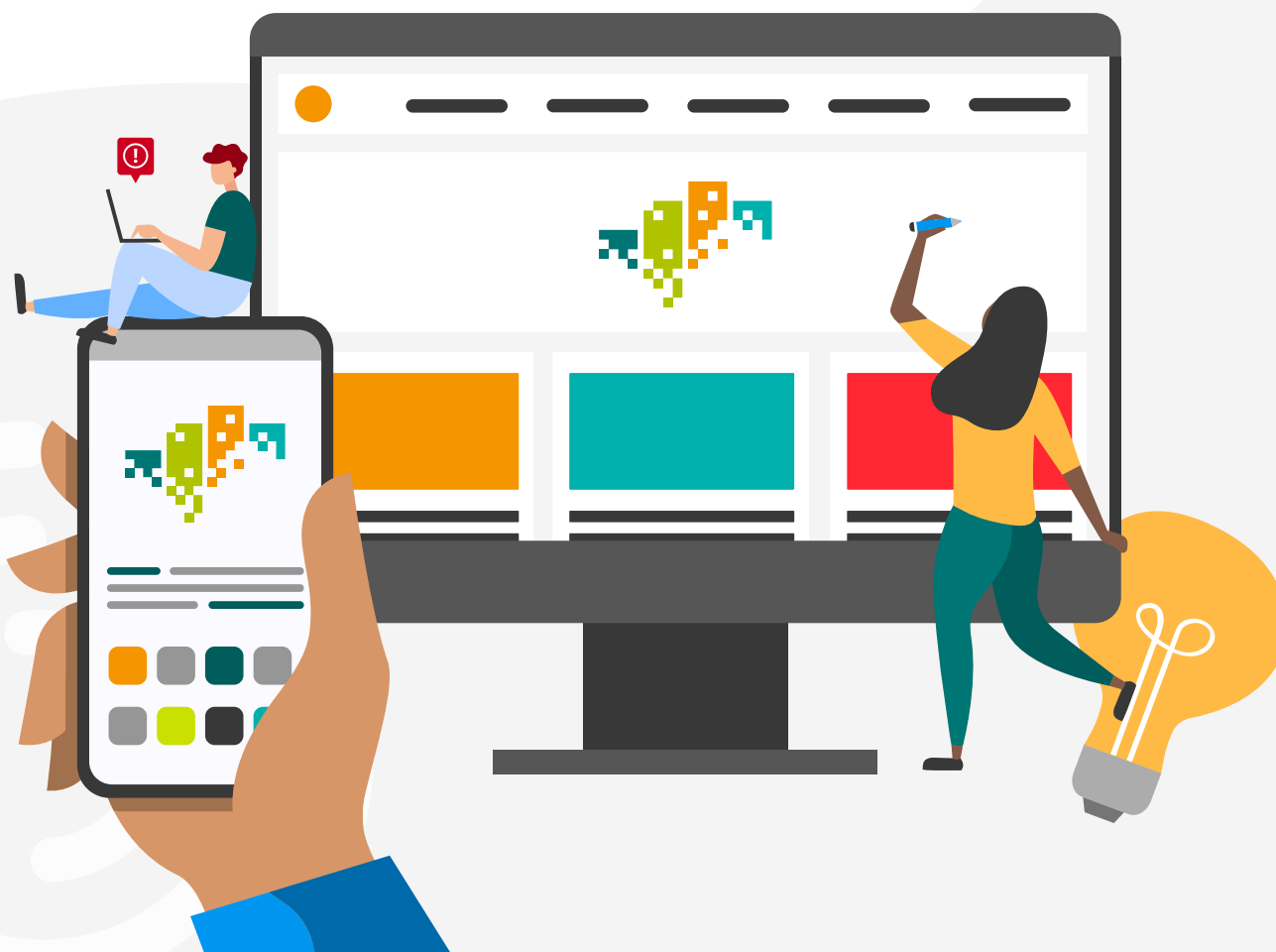
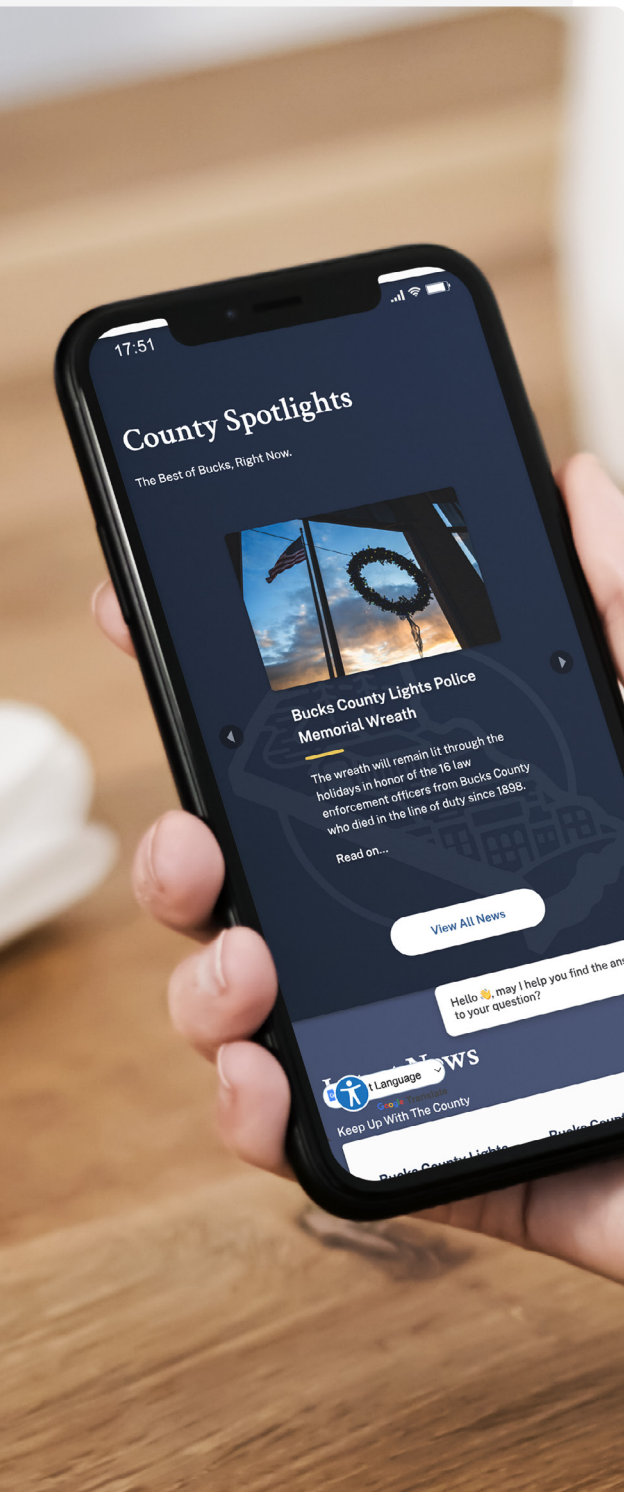


WHITE PAPER

# Creating More Than Just **Pretty Websites**

Transforming Community Engagement  
Together With CivicPlus®





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# Introduction

CivicPlus websites have long been known for their award-winning designs. Every year, our local government customers are recognized for engaging homepages, modern design, intuitive navigation, and exceptional digital branding — and we couldn't be prouder.

Our talented designers and digital strategists deserve all the praise they're given, but the truth is, they do so much more than just produce beautiful websites. In this white paper, we'll set the record straight on what separates our Municipal Websites solution from other website design software and companies.





# We Believe the Key to Community Engagement is a User-Centric Approach to Website Design

We believe that public sector websites should be community engagement tools, not just digital brochures or interactive organizational charts. Quality design only matters if it is functional. That's why every website design we propose features intuitive navigation, smart search capabilities, and well-organized content to enable the public to self-service their needs with ease.



[Read](#) about our transformational website redesigns and how we put the needs of public users first.



[City of Portsmouth, VA](#)



[Wayne County, NC](#)



[Town of Reading, MA](#)



# We Leverage Data to Make Informed Decisions

We have been building websites and digital solutions exclusively for public agencies for more than 25 years, so we have a lot of expertise — but we also tailor every design to fit the community it serves.

To better understand what your residents want and need, we dig deep into data around your existing website's performance, usability, and a variety of other qualitative and quantitative insights. Our goal is to ensure that your website is as beautiful as it is functional.

Often, these data-driven decisions shape the execution of your website's:

- Mobile-friendly design
- Self-service functionality
- Integrations to streamline staff workflows and optimize community engagement



**Learn how Application Programming Interfaces (APIs) work for integrating CivicPlus solutions.**





# We Never Just Build a Website and Walk Away

We provide customized training, continued education, and a variety of tips and tools to support your use of our website solution and the achievement of your community engagement goals, including:

- In-person or virtual training sessions
- Live and on-demand educational webinars
- An online library full of [resources](#) packed with expert-recommended best practices
- A robust online [help center](#) with sections dedicated to everything from onboarding first-time users to optimizing your website for search engines

We believe continual education allows for constant evolution. We encourage you and your team to take advantage of all the complimentary training and development opportunities we have to offer.

At the same time, we're always here to help you troubleshoot in real-time. Our technical support team is available 24/7/365 for emergency assistance via live chat and phone.



Click [here](#) to learn more about our award-winning service and support.





# We Never Make You Migrate Your Web Content on Your Own

Your content is the heart of your website, and we know how important it is to you and your community. In fact, one of the top questions we're asked by prospective website customers is, "How are we going to migrate all our existing web content over to a new content management system?"

Don't worry — you won't be doing it alone. Using our proven method, we've helped more than 10,000 public sector agencies refine, optimize, and migrate their web content without spending hours on manual input or re-entry. We know how to make sure that your community will find only the most up-to-date and relevant information on your new website.



Click [here](#) to see a collection of award-winning customer websites.



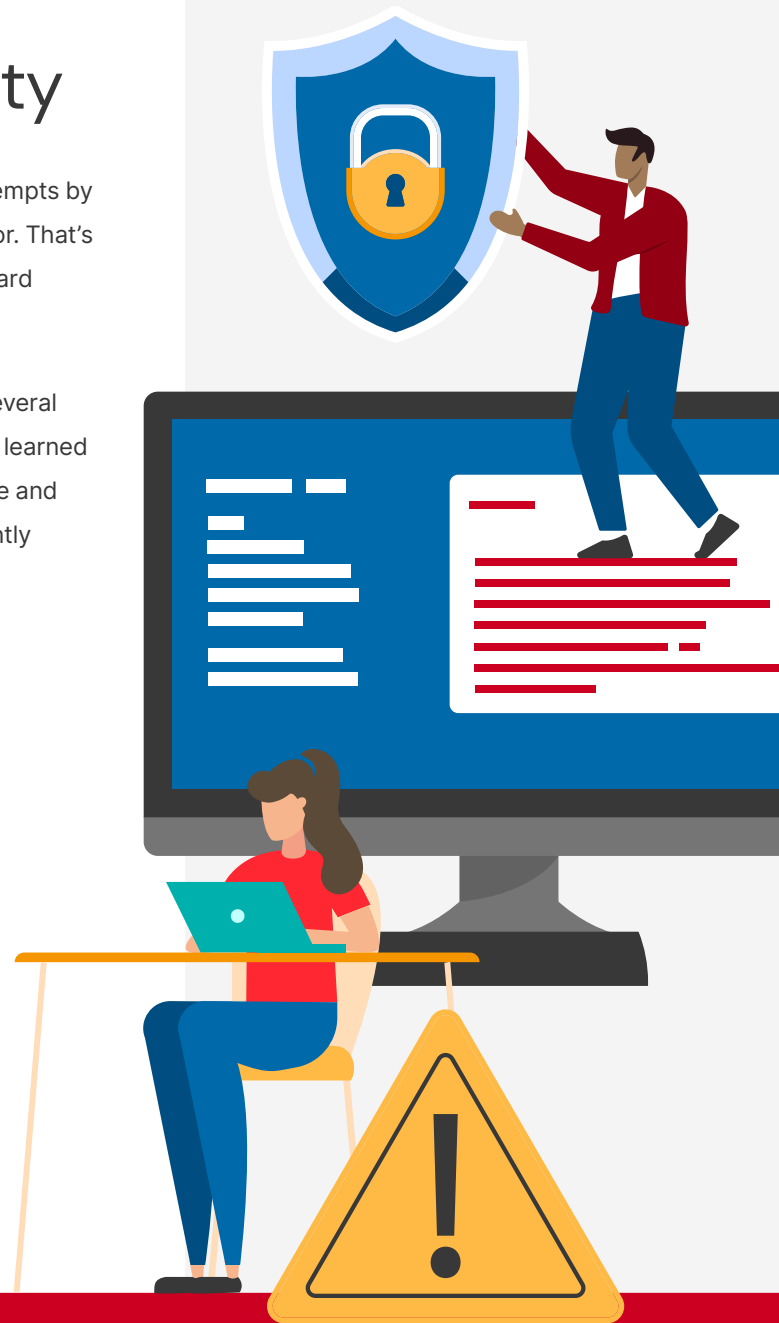


# We Invest \$12 Million Annually in Cybersecurity

Every industry is a target for cybercriminals, but concerted attempts by bad actors are increasing at an alarming rate in the public sector. That's why we continuously monitor our customer websites to safeguard against cyberattacks.

Our methods have been pressure-tested in the real world by several high-profile local government security challenges. The lessons learned from these experiences have strengthened our security posture and fortified our systems. As a result, our website customers currently benefit from:

- 99.9% uptime
- Multiple network providers
- Burst bandwidth protection
- Live 24/7/365 emergency assistance
- Disaster recovery via geographically diverse data centers
- Distributed Denial-of-Service (DDoS) attack monitoring and mitigation
- Defined recovery time objective (RTO) and recovery point objective (RPO)



Click [here](#) to download our infographic of cybersecurity best practices public sector agency staff can take to prevent online security breaches.





## We Prioritize Accessibility

Every member of your community deserves equitable access to your web content. While we design our customer websites to comply with the Americans with Disabilities Act (ADA) and Web Content Accessibility Guidelines (WCAG), your web content changes over time — and so do the governing laws and standards for web accessibility.

To ensure your web content remains equitably accessible and compliant for the long haul, we offer a Web Accessibility solution suite that scales to fit the size of your budget, your team, and your website maintenance challenges.



[Click here](#) to learn more about CivicPlus web accessibility solutions.

## We Value Long-Term Partnership

When you choose CivicPlus, you partner with a team of public sector website experts who act as extensions of your agency and are prepared to help you every step of the way. When your new website goes live, you will be assigned a dedicated customer success manager who will serve as your long-term digital strategist, helping you evolve your web presence as the needs of your community change. You also gain access to our team of technical support engineers in the United States who are:

- Available via live chat and phone 24/7/365 for emergency assistance
- Proactive in supplying continual support for enhancements and updates
- Responsive to non-emergency requests within four hours during regular business hours





# Partner With a Provider That Promises More Than a Pretty Website

If you are ready to explore a partnership with CivicPlus, give us a call at 888-228-2233 or [contact us online](#) today.

[Curious to learn more about our Municipal Website solutions? Click here to take a self-guided demo.](#)

## About the Author CivicPlus

Thousands of high-performing civic leaders rely on CivicPlus as their trusted partner for Impact-Led Government. With CivicPlus, leaders can finally overcome the perpetual tradeoff between the demand for better services and the realities of operational resources, leveraging the unique Civic Impact Platform to deliver both unmatched end-to-end automated efficiency and truly unified, delightful residence experiences.

Backed by over 25 years of experience and leveraging the insights of more than 900 team members, our solutions are chosen by over 10,000 organizations and are used daily by over 340 million people in the U.S. and Canada. For more information, please visit [civicplus.com](https://civicplus.com).



## About CivicPlus Municipal Websites

The CivicPlus Civic Impact Platform includes three Municipal Website solutions designed to fit the needs of every public sector agency:

1. Our Municipal Website Open solution is an open-source, Drupal-based system that is easy to implement and manage.
2. Web Central is our most popular Municipal Website solution. It's designed with features and functionality ideal for most local governments.
3. Our Municipal Website Evolve offering is a headless content management system (HCMS). It's best for agencies with access to software engineers and information technology (IT) resources capable of building custom API-based integrations.

For more information, please visit [civicplus.com/municipal-websites](https://civicplus.com/municipal-websites).