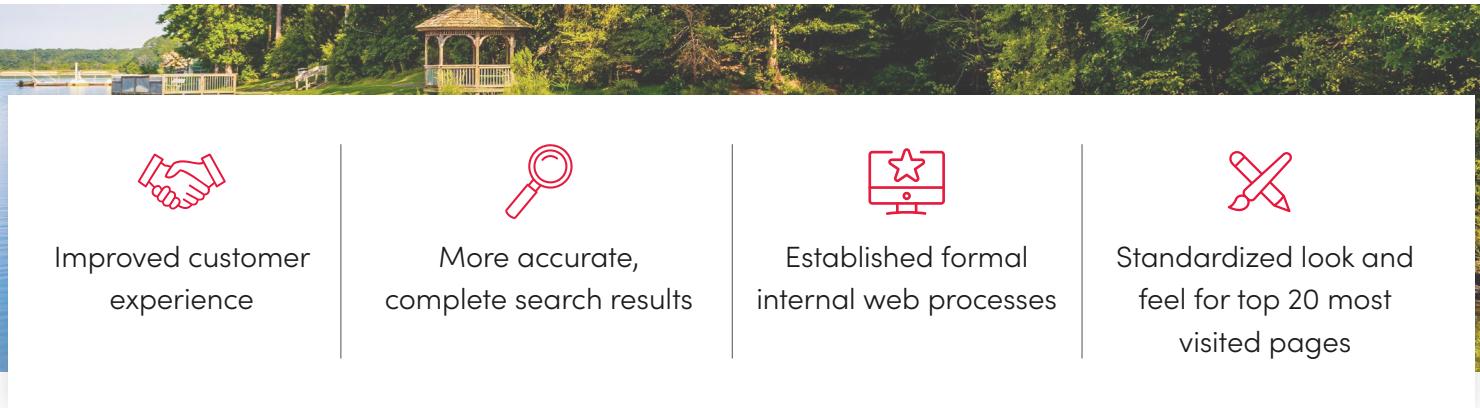




Morrisville, NC

How Morrisville, NC Consulted with Granicus Experience Group to Refresh Its Website While Saving on Resources and Improving the User Experience



OVERVIEW

A government's website is one of its most public-facing tools and an integral way to reach and inform a city's residents. Morrisville, North Carolina, a growing Raleigh suburb located just south of the area's thriving Research Triangle Park, recognized the need to improve its website's functionality to continue to serve its tech savvy community. Morrisville leadership evaluated the current state of their website, considered their resources, and determined the best path for the site moving forward was not necessarily a new site, but a refresh of their existing one.

SITUATION

Morrisville's communications team had heard comments from internal and external parties about pages returning inaccurate or incomplete search results. Additionally, important keywords were missing from some pages which was hindering the search results. Upon researching these issues and potential solutions, Morrisville leadership engaged with the Granicus Experience Group ([GXG](#)) team to improve the site's performance.

SOLUTION

GXG helped Morrisville leaders determine their goals and how they wanted to improve the overall customer experience. The Morrisville communications team took a three-step approach to resolve the search function issue on the website. The first step was removing unused documents that were clogging up the site and the search capability. The next step was updating and adding keywords to active pages to boost search engine optimization. Finally, the team engaged with GXG to help reformat the top 20 most visited pages on the website.

RESULTS

By using GXG to refresh their site, the Morrisville team introduced key internal processes to bridge the communications gap created when team members leave or join. They also incorporated best practices into the site, such as removing the FAQs section and adding more buttons where appropriate, which helped boost the efficacy of pages. Additionally, the internal web team attained the appropriate permissions to make the necessary changes and procedural blocks were eliminated.

MUST HAVE SOLUTION

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“ [GXG provided us with] the professional, technical assistance to help us quickly alleviate some of the pain points on the website.”

Wil Glenn,
Morrisville Communications and Outreach Director