

# Is Your Website Up to the Task?

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Session #10



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# An effective municipal website attracts Visitors, Businesses and Residents.



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# How?



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# How to attract... Visitors



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## How to attract... Visitors

Links to:

- Hotels
- Dining
- Shopping
- Area attractions
- Festivals
- Sporting events
- Maps
- Social Media



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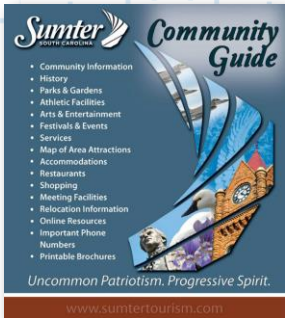
## How to attract... Visitors

- Community Guide



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## Community Guide



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## How to attract... Business



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## How to attract... Business

- Economic Development
- Forms and Applications
- New Businesses Coming to the Town

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## How to attract... Business

Guide to Starting a Business in Wake Forest

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## Guide to Starting a Business

TOWN OF WAKE FOREST

DEVELOPMENT

TOWN OF WAKE FOREST PLANNING DEPARTMENT

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## How to attract... Residents

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# How to attract... Residents

## Newcomer Information

- Schools
- Churches
- Taxes
- Voter Information
- Highlights about the area
- Entertainment and activities

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# How to attract... Residents

- Relocation Guide

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# Relocation Guide

## Sumter

**RELOCATION ASSISTANCE**

Organizations Offering Assistance

- City of Sumter Office of Public Recruitment
- Sumter Chamber of Commerce
- Sumter County Economic Development
- Sumter County Schools
- Sumter County Sheriff's Office
- Sumter County Veterans Affairs
- Sumter County Workforce Center
- Sumter County Youth Center
- Sumter County Zoning Department

## Wake Forest

**Town of Wake Forest**

Wake Forest is a vibrant, growing community with a rich history and a bright future. We offer a wide range of services and amenities to help you settle in and thrive here.

**Relocation Services:** We provide comprehensive relocation assistance, including information on schools, healthcare, and local businesses. Our dedicated staff is available to answer your questions and provide personalized support throughout the relocation process.

**Community Resources:** Discover the many benefits of living in Wake Forest, from world-class parks and recreation to excellent educational institutions. We encourage you to explore all that our community has to offer.

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# Link to Online Services

## Customer Service Central

- Account Information
- Service Requests
- Service Outages
- Service Alerts
- Service History
- Service Status
- Service Reports
- Service Tools
- Service Tips
- Service News
- Service Updates
- Service Announcements
- Service Alerts
- Service Status
- Service Reports
- Service Tools
- Service Tips
- Service News
- Service Updates
- Service Announcements

## Utility Bill Payment

**Online Bill Pay**

The State of Wake Forest is pleased to offer our customers the convenience of an online utility bill payment. With online bill pay, you can:

- Pay your utility bill with a MasterCard or Visa credit card or a debit card with MasterCard or Visa logo.
- View your bill, current balance and due date.
- Access billing history, payments, and charges.
- View historical consumption data.

Online utility bill payment offers several benefits, including:

- Ease of use:** No more hassles with paperwork, postage or different payment methods for different statements.
- Security and Privacy:** Personal information remains confidential and secure.
- Flexibility:** No more postage or time spent handwriting a check. You can pay with Mastercard or Visa credit card or a debit card bearing MasterCard or Visa logo.
- Accessibility:** You can pay bills any time, from anywhere, as long as you have Internet access. You can do this payments, bill history, and consumption data.

Payments made online will be credited the next business day.

**Pay As You Go**

Pay as you go electricity offers you the opportunity to pay when you want. In the amount you want, instead of receiving a traditional paper bill that is generated once each month, usage is calculated daily. As a pre-pay customer, you never pay a late charge and you won't be charged costly disconnect and reconnect fees if your account runs out of credit.

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## E-News and E-Alerts

**Details about upcoming events and activities.**

**E-Alerts about breaking news:**

- Road closings, police advisories and important event reminders.

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## How to attract... Residents

**Citizen Support Center**

- Find Answers
- Make a Request
- Sign up for Emails

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## What makes the best government website...

1. Mobile friendliness

Source: Feb. 2013 Uptown Article  
"What makes the best government website"

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## Mobile Responsive Website

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### Website View on Smartphone or Tablet



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### What makes the best government website...

1. Mobile friendliness
2. Location awareness
  - Shows nearby offices or attractions



Source: Feb. 2013 Uptown Article  
"What makes the best government website"  
From the  
2012 Best of the Web Awards

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### What makes the best government website...

1. Mobile friendliness
2. Location awareness
  - Show you nearby offices or attractions
3. Live help
  - Online services are more complex
  - Chat window or text staff for assistance



Source: Feb. 2013 Uptown Article  
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### Live Help

- Install on website
- Employee available to respond
- Button only visible when employee is able to chat



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## What makes the best government website...

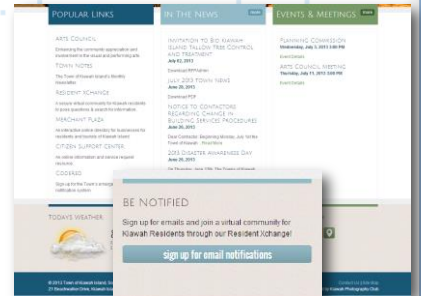
1. **Mobile friendliness**
2. **Location awareness**
  - Show you nearby offices or attractions
3. **Live help**
  - Online services are more complex
  - Chat window or text staff for assistance
4. **Notification services**
  - Email or text-based reminders/alerts
    - Life-threatening weather, severe traffic, evacuations



Source: Feb. 2013 Uptown Article  
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## Notification of Services



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## What's next?

- **Does your website attract Businesses, Visitors and Residents?**
  - If not, what do you need to change?...
- Look at your website today – does it project the image you want of your municipality?
- Is your website mobile friendly?
  - For a complimentary review send to [larry.mattox@vc3.com](mailto:larry.mattox@vc3.com)



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