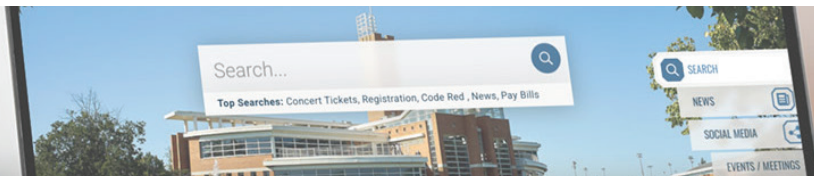




Orland Park, IL

How Orland Park, IL Redesigned its Website with govAccess to Create a More Meaningful, Streamlined User Experience



One Minute
duration per
browser session

Fewer
phone calls and emails
from residents

Enhanced
collaboration between
departments

Increased
social media
following

OVERVIEW

The Village of Orland Park, IL undertook an overhaul of its website with the intent of making it easier for visitors to find their site and the information they need. After much collaboration and customization, the village launched a new, more modern site; the project would ultimately result in Orland Park receiving the Granicus Website of the Year award.

SITUATION

Orland Park wanted to develop a site that met its unique needs, addressed resident pain points, was customizable, and was easy to implement. Their planning process included developing heat maps of the community to determine the demographic makeup of Orland Park residents. The project team worked closely with Granicus to develop a site with custom features to reach everyone in the community.

SOLUTION

Besides building a new website, Orland Park also wanted the opportunity to connect with residents regularly without bombarding them with unwanted information. This presented a good time to tie in the Granicus govDelivery solution and as part of the new website design, a pop up on the home page was added to capture the emails of those residents actively seeking information on Orland Park news, programs, and events.

RESULTS

The new site is easy to navigate, organized well, and regularly updated. Users are spending less time trying to find information on the website and as a result, the village is fielding fewer calls and emails from frustrated residents. Perhaps one of the more unexpected results of the new website has been a stronger collaborative effort between the village's departments



MUST HAVE SOLUTION

govAccess, govDelivery

“ My favorite thing about the website process was Granicus adapting during the development phase to give us exactly what we needed. They adapted to our branding and the marketing tools we already had in place.”

– Nabeha Zegar,
Communications and
Marketing Director, Village of
Orland Park