Escambia County Breathes New Life Into Its Website with Sitefinity, Boosting Traffic by 4x

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AT A GLANCE

Hindered by a clunky CMS, Escambia County had trouble keeping its website up to date. Switching to Progress® Sitefinity® made managing and developing the site much easier, resulting in modern digital experience that drives 4x more traffic.

COMPANY
Escambia

INDUSTRY
Government

PRODUCT
Progress Sitefinity

COUNTRY
U.S.

Challenge

The CMS implementation that powered Escambia County's website was difficult to work with, resulting in stale content and an unremarkable customer experience.

"We were looking for the ability to easily create custom modules, a really good API and frequent updates,"

Dave Myers
Web Coordinator, Escambia County

Solution

A user-friendly interface made it easy for non-technical personnel to manage content

Robust developer capabilities accelerated the process of launching new website features

Easy integration with tools like Siteimprove ensured compliance with accessibility guidelines

Results

4x increase in website traffic since switching to Sitefinity in 2016

Easy compliance with ADA regulations, without dedicating extra staff to it

Improved content management, resulting in a fresh, up-to-date digital experience

→ **Build People-First Digital Experiences with Sitefinity**

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