Case Study

North Charleston

northcharleston.org

🍃 bluekey
WEB SOLUTIONS

Industry
City Government

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Background

The City of North Charleston is the 3rd largest city in South Carolina with an expanding population now exceeding over 100,000. North Charleston continues to be the state's leader in retail sales for the twenty-first consecutive year and is the chosen location for satellite facilities for companies such as Boeing, Cummins Turbo Technologies, Hess, iQor, Bosch and Verizon.

With the tremendous growth of the residential and business communities, North Charleston's web presence was not keeping up with constituent needs.

North Charleston initiated a very selective RFP process and selected BlueKey to implement a robust web solution that more accurately represents the complete offerings of the municipality and provides a platform for the city to expand its digital offerings and ultimately continued growth.

Challenges

• An outdated web presence that does not convey the strengths of the city and opportunities within

• A lackluster and shallow mobile presence

• A site architecture that is difficult to navigate and locate content based on specific needs of visitors, businesses and residents

• An event calendar that lacks the tools necessary to quickly locate event details and locations, much less inspire users to register

• The need for a centralized forms database with robust search tools

• An inability to leverage social media to further user engagement and viral marketing

• A lack of integrated tracking tools to capture critical statistical data and better understand user behavior

• An inadequate user experience for the ever growing segment of mobile and tablet users
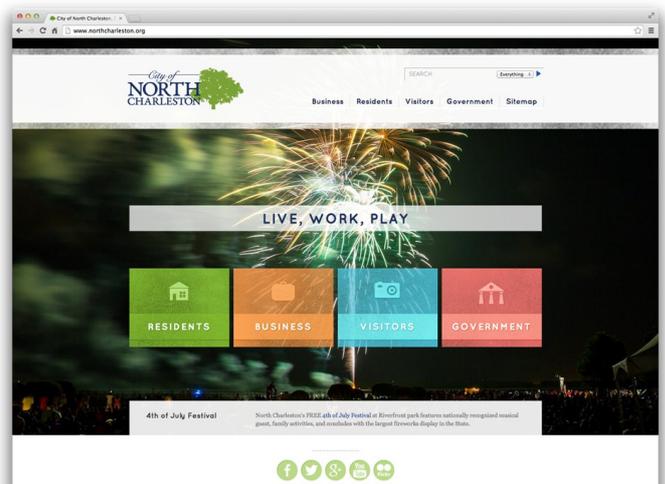
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Solution

The new North Charleston website resulted in an increase in user engagement with the number of pages viewed and time spent on site improving by 37% and 15% respectively while the bounce rate dropped by 22%.

BlueKey worked closely with North Charleston staff from the communications, marketing, and IT departments to develop a comprehensive solution that met their key challenges and provided room for future growth. The website was built upon Kentico CMS 7 and provided robust tools for non-technical staff to manage all aspects of the website. In addition, it includes the following features:

- A more modern, state-of-the-art web presence that engages new and existing users and provides an intuitive experience across multiple devices through responsive design techniques

- A more user-friendly, action-oriented event calendar that increases registrations

- A Forms Center with more robust search and document management tools that transform it from a basic reference database into an intuitive resource

- Advanced interactive menus and interface functionality

- Integrated social media feeds that allow users to participate in conversations while remaining on-site

Results

North Charleston experienced the following dramatic improvement in site traffic:

- Pages per session are up 37%
- Session duration is up 15%
- Bounce rate is down 22%

Key criteria for choosing Kentico

In addition to the reasons stated above, BlueKey & North Charleston chose Kentico for the following reasons:

- The built in capabilities of Kentico so that they didn't have to reinvent the wheel

- The flexibility the CMS provides with regard to visual design and SEO

- The extremely competitive licensing pricing/options as compared to other enterprise CMS