



## Gloucester Department of Community Engagement and Public Information

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FOR IMMEDIATE RELEASE

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### Gloucester Redesigns Website to Improve User Experience

Gloucester County's Department of Information Technology, in coordination with the Community Engagement & Public Information (CE&PI) Department have been working over the past six months to improve the County's website. The redesigned website not only offers a more modern appeal but is also oriented in a fashion to allow users to find the information they are seeking more quickly.

The redesign came at no additional cost to the County, as a refresh of the site is permitted every few years under the County's contract with the vendor, CivicPlus. The new design is tailored to coincide with the look of the Official County Seal and is in line with various rebranding efforts that are taking place within the organization.

The site was also designed in a manner to more prominently display current news and events that are most applicable to residents and business owners. "This way, our citizens can consistently stay up to date with what is happening in our community by just visiting our homepage," said Gloria Williams, CE&PI Manager.

The redesign is also tailored to enhance accessibility for all users, based on the Americans with Disabilities Act (ADA).

Improvements have also been made for what are considered "Header Pages," which are special pages designed for Economic Development, Parks & Recreation, Tourism, and the Library. Each of those pages were specially configured to allow users of those pages to identify the information they are seeking more quickly and easily.

"We couldn't be more pleased about how the redesign turned out and we are excited for the public to begin enjoying it," Williams added. To view the site, visit [www.gloucesterva.info](http://www.gloucesterva.info).

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Stay up to date with current news & events



***A snapshot of the new website redesign***