

## City of Kent, Washington

An interactive, engaging municipal web presence driven by the WSOL SuperTemplate and Ektron CMS400.

### Background

The City of Kent is the fourth largest city in King County, with a culturally rich population of 88,380. Conveniently located directly between the cities of Seattle and Tacoma, Kent's population is projected to grow to 100,000 within the next few years.

### Objective

The City of Kent had several objectives:

- Increase the efficiency of how the Ektron CMS400 product is implemented and used.
- Simplify the information architecture to make content browsing and searching easier.
- Integrate dynamic elements to draw users into the site and provide a more memorable user experience.
- Offer a consistent, yet unique browsing experience throughout the site.

### Solution

The project began with an onsite client meeting to discuss the client's needs and site requirements. We believe it's important to start each project this way so that we can set a clear roadmap to project completion. From there, all timelines and deliverables are confirmed and we get to work.

The next phase involved creating an interactive and user-friendly design for the home page and interior pages of the site. The home page has several interactive elements including dynamic navigation elements, rotating images and promotional banners, recent news items, upcoming calendar events, and more. All of these content and functionality items are manageable by City Staff using the Ektron CMS400 content management system.

WSOL deployed theming technologies to provide distinct styling for each section of the site. As you browse the site, you'll notice backgrounds, colors, image banners, and other elements that are specific to each section. This helps provide a more enjoyable user experience by offering visual cues that help a user navigate the site.

Other site highlights include the interactive calendar and implementation of the WSOL SuperTemplate to manage content. The calendar dynamically updates the home page with upcoming events and features multiple display options for users browsing the calendar. The WSOL SuperTemplate provides content authors with the ability to add page specific banners, determine how many columns of content are needed on a page, display related content items, and more. Rather than having to select different templates, content authors simply use a series of checkboxes and content selectors to dynamically assemble pages.

Finally, because the City of Kent uses CMS400's eSync technology, WSOL was able to easily migrate all of the site's existing content into the new site. Content authors simply had to move content to the appropriate folders based on the new IA, saving days and weeks of time that normally would have been spent migrating content.

## Results

The City of Kent has observed the following benefits:

- Increased usage as measured by web metrics.
- Use of the WSOL SuperTemplate has made making global changes easier while providing content authors with more control and flexibility.
- Improved site navigation has reduced the time required to find information on the site significantly.

## Fun Fact

During and after the Great Depression, Kent was known as the "Lettuce Capital of the World."