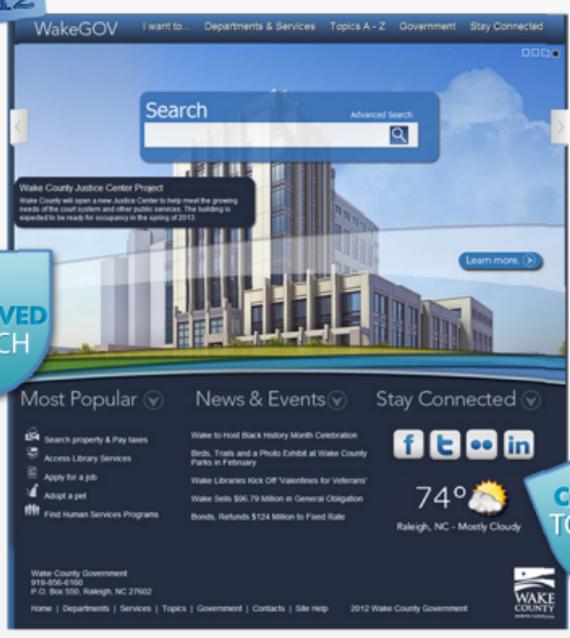


EVOLUTION OF THE WAKE COUNTY WEBSITE 1997-2012

15TH ANNIVERSARY

GO LIVE October 2012



INTUITIVE MENU OPTIONS

IMPROVED SEARCH

CONNECT TO NEWS & EVENTS

BY THE NUMBERS

9 MILLION SITE VISITORS A YEAR



30% NEW VISITORS



70% RETURNING VISITORS



2005

In 2005, Wake launches site with more online services, including restaurant grades and online job application.



2002

In 2002, Wake launches site with content updated by all departments.



2000

In 2000, Wake launches first online services, including property search and online library catalog.



1997

County launches first website in 1997. Website maintained by Wake County Public Library staff.

Average site visits per day:

1997 55 visits

2012 24,000 visits

WE HEARD YOU!

Citizen web survey results:
Less menu options,
More pictures,
Prominent search.

Most used:

- Search property & Pay taxes
- Access Library Services
- Apply for a job
- Adopt a pet
- Find Human Services Programs

PAST YEAR



21,292,819 WEB PAGE VIEWS

