



FOR IMMEDIATE RELEASE
November 9, 2015

CONTACT: Amie M. Downs
412-350-3711 office
412-327-3700 cell
Amie.Downs@AlleghenyCounty.us

Allegheny County Launches Redesigned Website

PITTSBURGH – The most recent investment in the county’s technological infrastructure, a redesigned county website, was launched this morning. The site puts in place the infrastructure needed to deliver more to the public electronically, functioning as a 24/7/365 portal for information about the county and region for residents and visitors alike.

“Just like with our physical infrastructure, we need to continue investing in our technological infrastructure as well, and this new website provides a number of improvements, but also sets the county up to offer more enhancements in the future,” said County Executive Rich Fitzgerald. “The new website is mobile-friendly, more user-friendly and markets the county more actively. It also includes a new county logo and slogan – ‘Always Inspiring.’”

The move to a mobile-first website was an important part of the redesign. From January through mid-August of this year, the Allegheny County website had received over 16 million page views. Over a third of that traffic (38%) comes from mobile devices, and the number has increased each year. The majority of visitors are seeking information that they want at their fingertips, including parks activities and events, job postings, resources, information on paying taxes or obtaining records, and more. With that in mind, the site’s content was streamlined to reduce the amount of text so that information can be found more quickly and the content is mobile-friendly.

Visitors also have the option of creating a free “My Allegheny” account on the site where they can save their favorite events, pages and other content. Site content can also be shared by visitors on their favorite social platforms with the click of a button.

“The website doesn’t just focus on county government, but also features information on local attractions, sports and recreation, transportation and other areas that are helpful to residents, potential residents and county visitors alike,” said Fitzgerald. “The highly visual and feature images not only showcase the county, but also visually assists visitors as they search for the information they need.”

In the course of the redesign, focus groups were held to ensure that the website would meet the needs of various constituents and users. A beta launch of the site has also allowed visitors to explore the new site as final touches were being made. The new site officially launched at 7:00 a.m.

###

OFFICE OF THE COUNTY EXECUTIVE
101 COURTHOUSE • 436 GRANT STREET • PITTSBURGH, PA 15219
PHONE (412) 350-6500 • FAX (412) 350-6512

