At its peak, website traffic across all CivicPlus client websites doubled.

After communities put safer-at-home mandates into place, local government parks and rec hiking and trials website pages received a 2.8x increase in visits.

Citizen visits to web pages with information about the cancellations and postponement of events or business closures increased 5X.

As of the week of April 26, 96% of CivicPlus websites saw COVID-19-related pages among their top ten most visited website content.

During the initial days of the stay-at-home mandate, citizens were 7 times more likely to visit their local government’s emergency alert sign-up pages than ever before, and 4 times more likely to search the website for emergency alert information.

Mobile search saw a spike, with the average number of website visits from the Safari mobile phone app increasing 125% at the end of March.

Citizens were discovering news on social media and learning more on their municipality’s website. 66% of all referral traffic came from Facebook, increasing 8X.

For more information on website design and hosting solutions from CivicPlus, visit civicplus.com.