



**FOR IMMEDIATE RELEASE**  
**DATE: February 13, 2018**

**CONTACT**  
**Darcy Dwyer**  
**218-822-7025**  
**Darcy.Dwyer@crowwing.us**

## **Crow Wing County website has record numbers with almost 1.3 million visits**

For the 4<sup>th</sup> straight year Crow Wing County saw continued growth in visits to its website. It was a record setting year for the number of people using Crow Wing County's online services in 2017 with nearly 1.3 million views.

For the first time the number of users on mobile devices topped 60% of the website traffic. Mobile users continue to grow at a higher pace than residents searching the website on a desktop. "That shows us that citizens are confident in finding the information they need while on the go. It also means that we keep a constant focus on what mobile users are doing in order to ensure a good experience. Whatever way users search our website helps residents continue to get access to our services around the clock." said Crow Wing County Website Coordinator Marcus Cadena.

One big change in 2017 was that website visits to more content specific pages were up between 10%-100%. Cadena adds, "This tells us that residents are finding what they need on our site and going directly to that information instead of having to start a search on the homepage. This is a faster and more efficient way to find what they are looking for."

Website visitors searched for a variety of county related information. The most common were interest in criminal cases, in custody reports, properties and property taxes.

The website also provides the option to subscribe to notifications on topics or services that are important to residents without having to check the page for updates. Almost 4,000 subscribers took advantage of this service in 2017.

If you have feedback on what you would like to see made available check out the Crow Wing County website at [www.crowwing.us](http://www.crowwing.us). A website feedback form is available for submitting ideas, suggestions or to report a problem at [www.crowwing.us/websitefeedback](http://www.crowwing.us/websitefeedback).

###

**Our Vision:** Being Minnesota's favorite place.

**Our Mission:** Serve well. Deliver value. Drive results.

**Our Values:** Be responsible. Treat people right. Build a better future.