



*“Residents and employees alike both talk about the ease of navigation.”*

**- Tom Padilla, Borough Administrator**

Previously, the Borough of Woodcliff Lake was managing its municipal website internally. However, as new content was added, older content remained, causing the borough's site to become cluttered and hard to navigate.

Following the departure of their webmaster, the borough lacked the necessary staffing to dedicate to its municipal website. After careful consideration, the borough decided to seek a website partner that could offer comprehensive webmaster services.

## Outcomes

- GovSites was more cost-effective than hiring an internal webmaster
- To help with content:
  - GovSites helped determine which content should be retained and removed during the migration process
  - Documents are now organized by month and year, making them easier to find
  - Articles now have expiration dates, ensuring that the website offers up-to-date information
- The borough now has a highly responsive support team
- The borough still has the ability to add their own alerts after hours or during emergencies