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PRESS RELEASE

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CLAYTON COUNTY LAUNCHES NEW WEBSITE DESIGN

Jonesboro, GA- Clayton County recently launched its new customer focused website. The design of the new site www.claytoncountyga.gov is in direct response to research obtained regarding what the community really wants to see and have on a county website.

Information Technology Director, Brett W. Lavender, feels that the input they received from the community and staff was invaluable. "Our county has always taken constituent care and ideas very seriously; talking and listening to the residents and taking their views on board. Over the last six months, we have conducted a series of informal focus groups and the results have influenced the new web site design and content. I feel we have created a top notch quality product."

The county receives thousands of hits a day ranging from the community at large and county employees to visitors to the county and perspective businesses researching information on the county. A few of the goals for the website's redesign was to refresh its look and to make it easier to navigate through than the previous site design.

The new site provides drop down menus containing Clayton County news and information, events happening around Clayton County, and easy access to all the services offered by the county. With the growth and development experienced by the county in the last ten years, the new website is also more reflective of the needs of the county's current demographics. As citizens of all ages are becoming more technologically savvy, they are constantly searching the web for information and expect to have as much information as possible at the click of the mouse; the new design serves as that community information source for Clayton County. Earlier in 2010, the Sunshine Review awarded the previous website an A+ national rating for its openness and accountability in displaying information to the public. The county plans to continue with its current award-winning information disclosure procedure with the new design.

Moving forward, the county considers the launching of the site as a beginning and not an end, with plans to continue developing new and innovative ideas and welcomes additional community input. Please forward any ideas and suggestions on how the county can improve the new site to webmaster@claytoncountyga.gov.

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