



# Innovating a tech-forward future for the community of Woolwich

## Client

Woolwich, Ontario

## Website

woolwich.ca

## Overview

The Township of Woolwich, Ontario, recently embarked on a mission to modernize their online presence, choosing Govstack as the platform to power their new website. As a small municipality with limited resources, Woolwich faced significant challenges in keeping their digital infrastructure up to date. Govstack not only addressed these pain points but also delivered a robust, user-friendly solution that has positioned Woolwich as a tech-forward leader, inspiring nearby communities to embark on their own digital transformation journeys.

## The challenge

**An outdated platform:** While Woolwich's previous website met the needs of the community when launched, the rapidly changing digital landscape and the increased adoption of technology by residents meant that the municipality needed an upgrade in order to provide a level service corresponding with the expectations of the community. Their existing platform provided limited evolutionary capability which meant the website would quickly become outdated. Govstack's forward-thinking design was a key factor in Woolwich's decision to switch, offering a solution that could adapt and grow over time.

**Resource constraints:** Woolwich is a small municipality with a small team managing multiple responsibilities. Unlike larger regions with dedicated web development teams, Woolwich needed a platform that was easy to use, even for those without coding expertise. Govstack's intuitive interface allowed the team of one, to manage and update the website efficiently without needing external intervention.

**Content management and flexibility:** One of the significant limitations of the old website was its rigidity in content display. Woolwich struggled with limited options for highlighting multiple key pieces of content on the homepage, leading to internal competition over the few available spots. Govstack offered a solution with its flexible content management system, allowing Woolwich to display a wide range of information on the homepage without compromising on aesthetics or usability.

### **| Solution: the Govstack impact**

**Ease of use and user empowerment:** Govstack's user-friendly design meant that Woolwich's non-technical staff could easily manage the website. This was game-changing for a small team already stretched thin with other responsibilities. The ability to make changes quickly and independently without relying on external developers or technical support was highly valued.

### **Enhanced homepage and content display**

With Govstack, Woolwich was not only able to overcome the content limitations of their old homepage but now have a tool that allows them to provide more dynamic content, including banners, pop-ups, and alerts, even on individual pages. This flexibility has significantly improved the user experience and enabled the staff to better serve the needs of the community.

### **Smooth implementation process**

As with most migrations, there were a few small hiccups along the way, however, the overall implementation process was an unqualified success. The Govstack support team was responsive and ensured that all issues were promptly addressed. The Woolwich team was appreciative of the dedicated support and the fact that the site went live on time, with no significant technical issues post-launch.

### **Continuous improvement and support**

Govstack's commitment to ongoing updates and enhancements has reassured Woolwich that their website will remain modern and functional to meet changing digital requirements. The township is now in a strong position to take advantage of new features as they roll out, ensuring that their website can continue to meet the digital needs of their community, as those needs evolve.

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**Govstack has given us the flexibility we needed as a small municipality. It allows us to manage and update our website easily without needing technical expertise. The platform's user-friendly design has been a game-changer for us, enabling us to provide our community with more up-to-date information and tools while staying current with technology. We feel empowered to take our website into the future.”**

— **Steph Hergott,**  
*Municipality of Woolwich*

## **Conclusion**

The Township of Woolwich's transition to Govstack has been a resounding success. The platform has addressed their critical pain points, provided them with a flexible and easy-to-use solution, and enabled them to maintain a modern website that meets the needs of their citizens. Woolwich's experience serves as a powerful endorsement of Govstack, highlighting its ability to empower municipalities, no matter the size, to manage their digital presence effectively.

Govstack's scalability, ease of use, and ongoing support make it an ideal choice for municipalities looking to future-proof their websites while managing costs and resources and maximizing efficiency.

