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Crow Wing County Debuts Updated Website

Crow Wing County has launched the redesign of its website, [crowwing.gov](https://www.crowwing.gov), to provide residents and visitors a better visual and functional experience for interacting with the County. Staff worked with CivicPlus, the leading solutions and platform provider for local government, to produce a more modern and relevant design.

“We have been increasingly more impressed with the modern, unique site designs the CivicPlus team has been producing. We are very pleased with work they have done bringing a fresh look to our site.” said Web Administrator and Project Manager Brian Olson.

The launch culminates seven months of work by the Crow Wing County redesign team, which consists of a cross section of county departments, and CivicPlus.

The redesigned site features include:

- An updated look and feel
- More relevant navigation options
- Area photos from residents and visitors
- A chatbot virtual assistant as another tool to find resources

In addition to updating the design, priority was put on enhancing the user experience to help better navigate information users are looking for. Analytics were reviewed to identify frequent searches and popular pages to make that information more easily accessible. “We will continuously review users’ behaviors on our site and act on the valuable feedback we are given. We encourage everyone to send us your feedback on what’s not working, or even what is working to help us keep pace with ever changing website practices to best serve our residents.” said Olson.

Website feedback can be given by visiting [Crow Wing County Website Feedback](#) and answering a few brief questions.

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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.