

The City of Lenexa Living Up to Its Digital Reputation With Plans to Grow Its Web Presence In Percussion CMS



Named the “Digital Capital of Kansas,” Lenexa balances a small town feel with big city access while maintaining dynamic online offerings for residents and commuters.

With daytime commuters doubling Lenexa’s base population of 46,000 residents, the Kansas City suburb strives to support all of its constituents with an informative, current website and broad online offerings. Its many events and cultural programming also earned Lenexa the nickname “City of Festivals,” and raising awareness about these opportunities is a crucial goal for its online presence.

From alerts about road conditions, to construction notices, to license renewals, the city government wants to offer as many municipal services online as possible. Newsletters and social media are two other channels heavily used by commuter and resident populations to stay up to date on Lenexa news.

Although it’s part of a tech-friendly landscape, with Google Fiber installed city-wide as part of its Kansas City, MO project a little over a year ago, the city has struggled with keeping its website up to its high tech standards with an outdated and limited content management system.

Usability and Flexibility Trump Complexity

When searching for a new web content management platform, Lenexa was seeking the opposite of its previous CMS, which required the submission of Word documents for content updates, limited publishing and editing capabilities, and yielded frequent publishing failures.

Although the administrator options were very limited, ultimately it became more efficient to update the city’s website through manual HTML edits than through the CMS interface.

Lenexa considered several popular development platforms for a new CMS, but often found flexibility paired with added complexity, a lack of critical features, or required customized development for any changes, with no user access to the site code.

Percussion appealed to the city’s web manager because it offered complete control over design, templates, and all code. Built-in widgets and tools delivered much-needed features like calendars and blogging without requiring customization. The users also loved the bulk uploader, dashboard visual interface, and rapid publishing. However, it was the intuitive in-context editing of content and templates that really won their confidence. The 90 day Coach-to-Live program helped get users

“Percussion allows us to have direct control over our website, which is an invaluable tool when it comes to juggling multiple forms of content. We aren’t limited to only one or two templates, but can create and edit as many as we need on demand. If there’s anything we need to manually troubleshoot, we’re able to access the server directly to make immediate changes. Nothing is locked out—everything is accessible.

At the same time, our users are able to load in their content in a way that’s intuitive to them: by working inside a text editor that lets them see exactly how it will display on the webpage. Percussion allows users who are not technically savvy to contribute information, and also gives developers the freedom to manage their website without having to wade through restrictive interfaces. Being able to modify the website whenever I need to is a vital part of my job, and Percussion has always been able to deliver.”

Cheryl Sickels
Senior Graphic Designer
City of Lenexa



comfortable in Percussion CMS while building up enthusiasm for everything it could do.

Improved Site Performance Drives Visitor Traffic

Beyond its ease of use, Percussion CMS also delivered significant performance improvements for the City of Lenexa website. Even as the number of unique visitors rose 22% year over year, the page load times declined by 20%, and nearly 42% for Internet Explorer users.

The improved loading speed was accompanied by a 25% decrease in the homepage bounce rates, paired with other gains that spoke to improved content and usability.

“Due to the ease of adding new fresh and dynamic content to the homepage, visitors to the site have been able to gather more information about what’s happening in Lenexa just by visiting the homepage. Crucial city updates are easily available, as are shortcuts for service requests and event information. Since launching on Percussion CMS, the City of Lenexa saw a 38% increase in page views of its homepage, which is now a more effective information hub for local and commuting visitors.”

Creating Content Instead of Managing Content

Since relaunching with Percussion, the City of Lenexa has nearly quadrupled its contributor base, enabling more content to be published more frequently and with fewer calls for help to the site’s administrator. Users can see their changes immediately without waiting for fixed server cycles, and can add their own PDFs and images without having to ask for help.

With its major obstacles out of the way, the city can now focus on its web wishlist, including:

- Introducing more video content
- Creating more templates and micro-sites for various municipal offices
- Refreshing the overall look and feel of the website

The city’s management team feels the investment in migrating to Percussion CMS has more than paid off, and looks forward to growing its website to match their vision, and to better serve those who live and work in Lenexa.



homepage views up **38%** while bounce rate dropped by **25%**

page load time decreased by **20%**, down by **42%** for Internet Explorer users

unique visitors up by **22%**

About Percussion

Percussion Software’s products enable you to take control over your web content management and content marketing strategies to increase traffic, drive revenue, improve engagement, and create compelling online customer experiences. Delivered in a highly usable and affordable product package, hundreds of leading companies, education institutions, and government agencies are using Percussion to lower the costs of their content strategies and gain the flexibility to address “What’s Next” on the web. Leading customers include vegas.com, weather.com, AutoTrader.com, Rentokil, Watchguard Technologies, Lancaster Bible College, Sunoco, the Commonwealth of Massachusetts, the City of Corpus Christi, the U.S. General Services Administration, and the U.S. Department of Health & Human Services.



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