



## New White Bluff Website Prepares Small Town for a Big Boom

**Name:** Town of White Bluff

**Location:**  
White Bluff/Dickson County

**Products/Services:**  
Informative website for the citizens of White Bluff

**Leadership:**  
Jeff Martin, Administrative and Special Projects Manager

**Reach:** County-wide

**Innovative Insight:** *“We consider the website to be the centerpiece of our marketing strategies. Letting viewers know what decision-makers are discussing allows for greater participation and feedback. Using the analytical component of the website allows the town to work with other community and business leaders to help them more effectively market their own products and services.”*

**Importance of Broadband:**  
*“As data content continues to expand with streaming video and audio, the importance of broadband technology increases to handle the download requirements. And accessibility to information is absolutely necessary for the success of any sector - governmental, commercial, industrial, residential, etc*

**White Bluff, TN** – The small town of White Bluff in Dickson County is making big plans for the future – and at the center of everything is the town’s new website, [www.townofwhitebluff.com](http://www.townofwhitebluff.com). With the town’s population rising by 37% from 2000 to 2006, town officials expect a wave of future growth to come west from Nashville along I-40 and want to make sure they’re prepared. Preparations for the growth include renovations around town, the land-use and transportation plan and a complete renovation of the town’s website. The new and improved website is designed to be useful to existing residents and prospective residents and for City Hall employees to be able to update the site on-the-fly. That includes being able to quickly post content such as news items, agendas for council, calendar entries, pictures and more. Built into the site is an analytical tool that tracks site activity. In addition to the regular viewers, people across the Atlantic Ocean have been regularly visiting White Bluff — staying on the site for several minutes and page views, according to their site statistics tracker, which is serviced through Google.

“We consider the website to be the centerpiece of our marketing strategies,” explains Administrative and Special Projects Manager for the Town of White Bluff, Jeff Martin. “From a community development perspective, just keeping viewers of the site updated as to the latest happenings within the town - festivals, events, meetings - increases community awareness. Letting viewers know what decision-makers are discussing allows for greater participation and feedback. Using the analytical component of the website allows the town to work with other community and business leaders to help them more effectively market their own products and services.”

As the site continues to grow and experience an increase in traffic, Jeff says broadband is going to be critical to the success of the website – and the community of White Bluff as a whole.

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Related links: [www.townofwhitebluff.com](http://www.townofwhitebluff.com)

### **About TN 95:**

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