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Technical Version

Fort Smith CVB & Aristotle Inc. Unveil Redesigned Tourism Website

ExperienceFortSmith.com now features responsive design, robust business listings database, enhanced social sharing capabilities, and a new content management system.

FORT SMITH, Ark. – The Fort Smith Convention & Visitors Bureau (CVB) has announced the launch of its redesigned website, www.ExperienceFortSmith.com. The new website was developed by the CVB's long-term digital partners at Aristotle Inc., an award-winning interactive agency and application development firm based out of Little Rock. Key features of the website include a responsive design, a robust database for business listings and events, social sharing tools, and other modern web tools that will serve to increase content engagement and web traffic, as well as attract tourists, meeting planners and tour operators to Fort Smith, Arkansas.

"We have worked with Aristotle for 19 years – this being the third website design they've created for us – and they are well in tune with the many developments of the Fort Smith tourism market," said Claude Legris, Executive Director, Fort Smith CVB. "Our site is now optimized for viewing on both desktop and mobile devices, which provides for a better user-experience and allows us to provide a streamlined wealth of information to those who are planning to visit. We

are very excited about the new website and our Communications Manager, Russ Jester, and the Aristotle staff have done a fabulous job to promote Fort Smith with a new look.”

After initial conversations with Fort Smith CVB on what they were seeking from a new website, Aristotle recommended that the new website be developed using a content management system (CMS) called Umbraco. “We are experiencing a resurgence of creativity and community activity in Fort Smith, so we wanted the new website to reflect this exciting place and time,” said Marla Johnson, CEO/Cofounder, Aristotle Inc.

“I really wanted to have access to an open-source environment,” Jester said. “It just offers more creative freedom and control to people who design and manage content for a website. The CMS Aristotle recommended is perfect. More than being open-source, Umbraco is able to support a growing database and offer a higher level of security than CMS’s that do not utilize the ASP.NET Framework. Plus, it serves as its own digital asset management (DAM) system, which is extremely convenient.”

One of the most noticeable features is the robust database. Now, business and event listings can be created and managed under various categories. This allows users to browse the various categories and/or search for something specific by using keywords. And since the listings exist on their own unique detail pages, the likelihood of someone being referred to the website by Google and other search engines is greatly increased.

With a much more advanced CMS powering its new website, Fort Smith CVB anticipates being able to use its digital budget to drive traffic to their new website and expand upon the websites features and applications without having to undergo a major redesign any time soon.

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