

Housing Authorities Website Win Website of the Year Awards

Honored for Outstanding Design, User Experience, and Service to Residents



KMARKS
WEB & COMPUTER SOLUTIONS

Website Design Solutions

Multiple **Housing Authority, Schools & Government** Businessess Have Benefitted Tremendously From Our Optimized Web Design & Development Services

Kmarks Solutions is an award winning web developer team that provides top-ranking design and development solutions. We not only strive to deliver the best web design services, we believe in building concepts that help our clients attain authority over their target audience.

- CMS Website
- Responsive Website
- Mobile-Friendly Site
- Higher Volume of Web Traffic
- Significant Change in SEO Rankings
- Improved Brand Identity
- Prominent CTAs
- 70% Hike in Impressions
- 50% Immediate Boost in Conversions
- Efficient Content Publication
- Impressive Yet Consistent Design

WEBSITES DESIGNED BY KMARK SOLUTIONS

*selmahousing.com • alexcityhousing.org • dothanhousingauthority.org
wetumpkaal.gov • selma-al.gov • shorteral.gov • wetumpkachamber.org
stillman.edustillman.edu • trenholmstate.edu • stillman-foundation.org
wetumpkalibrary.com • abamaeagle.org • peersamerica.org
rosaparkshome.com*

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Montgomery, Alabama Jun 9, 2025 ([Issuewire.com](https://www.issuewire.com)) - The **Selma Housing Authority** and **Alexander City Housing Authority** have each been honored with a **"Website of the Year"** award in recognition of their outstanding new websites, designed and developed by **Kmarks Solutions**. This achievement highlights a major step forward in digital transformation for public housing agencies, enhancing accessibility, efficiency, and community engagement.

These awards underscore the success of a shared vision between the housing authorities and Kmarks Solutions, a veteran-owned digital agency with a strong record of helping public institutions modernize their services through technology. Their expertise in [Housing Authority Web Design](#) has positioned both Selma and Alexander City Housing Authorities as leaders in digital innovation within the public housing sector.

This recognition not only highlights the forward-thinking leadership of both housing authorities but also sets a new benchmark for digital transformation in affordable housing services across the nation.

A Vision for Digital Transformation

The initiative to redesign the websites for both housing authorities stemmed from a shared mission: to improve accessibility, streamline operations, and provide a more engaging online experience for residents, applicants, and stakeholders.

Through a thoughtful partnership with Kmarks Solutions, both agencies were able to reimagine their digital infrastructure from the ground up, with a strong focus on user experience, mobile compatibility, and operational.

Key Features of the Award-Winning Websites

Selma Housing Authority Website

Website: selmahousing.com

- **Modern, Responsive Design:** Sleek aesthetics paired with intuitive navigation for residents of all ages and abilities.
- **Interactive Video Header:** Visually engaging content that tells the story of the agency's mission and community impact.
- **Resident Portal Integration:** Secure features for submitting maintenance requests, paying rent online, and checking application status.
- **Custom Mobile App Integration:** Offering live chat, program information, and notifications, making communication faster and easier.

Alexander City Housing Authority Website

Website: alexcityhousing.org

- **Comprehensive Program Details:** Clear guidance on housing eligibility, application steps, and resident resources.
- **Events & Announcements Section:** Keeping residents informed of upcoming events, educational programs, and community services.
- **Accessibility and ADA Compliance:** Built to serve a diverse population with inclusive design.

principles.

Leadership Insights

Kennard Randolph, Executive Director of the Selma Housing Authority, shared:

“This website is more than a tool—it’s a reflection of our commitment to modern, accessible service. Our community deserves transparency, efficiency, and innovation, and that’s what this platform delivers.”

Leadership from the Alexander City Housing Authority also noted:

“Our partnership with Kmarks Solutions has helped us better connect with residents and improve how we deliver essential services. We’re proud of the result.”

Results That Matter: Real Impact Through Technology

The impact of these digital upgrades was both immediate and measurable:

- **Selma Housing Authority saw a 25.47% increase in total pageviews**, with a **22.23% increase in pages per session**, indicating stronger engagement and user interest.
- The **bounce rate decreased by 53.21%**, demonstrating improved site retention and user satisfaction.
- Operational efficiency improved significantly, with more residents utilizing the self-service tools to handle rent payments, maintenance requests, and inquiries.
- Both agencies reported faster processing of online applications and better communication with applicants and tenants.

These results reflect not just technological improvement but a profound step toward community empowerment and service equity. The success further underscores the value of specialized Housing Authority Web Design in transforming public service delivery.

Leadership Commentary

Kennard Randolph, Executive Director of the Selma Housing Authority, shared:

“We recognized the need to modernize our communication with residents and offer more transparency in how we operate. Thanks to Kmarks Solutions, we now have a platform that reflects our values of accessibility, innovation, and resident-first service.”

A representative from the Alexander City Housing Authority added:

“Our goal was to meet residents where they are—online. This project allowed us to do that with professionalism and purpose, helping us better serve our community.”

About Kmarks Solutions

Kmarks Solutions is a veteran-owned digital agency specializing in Housing Authority Web Design, software integration, and marketing solutions for local governments, housing authorities, and public agencies. Their mission is to empower organizations through technology, building digital infrastructure that fosters transparency, <https://kmarks-solutions.com/case-studies/selma-housing-authority/record> of

delivering measurable results. Kmarks Solutions is redefining what is possible for public sector organizations operating in a modern, connected world.

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