



Refresh Your Website in Hours, Not Months

Government communications professionals face constant challenges keeping websites **accurate, accessible, and up to date**. Departments struggle to prioritize content, old files pile up, and sites often lack a unified voice. Refresh makes the entire process easier, faster, and AI-ready — **turning months of work into hours**.

HOW REFRESH WORKS

✓ Accuracy

AI scans every page to ensure content is correct, consistent, and free of duplication — so residents always get reliable information.

✦ Current

Flags pages that haven't been updated recently, prompting staff to refresh content and guarantee human oversight where it's needed most.

👤 Persona

Refresh makes your web content speak with one consistent voice across your website.

♿ Accessibility

Flags accessibility issues like missing alt text and supports compliance with accessibility requirements.

Key Benefits

- 🌀 Keep content accurate, consistent, and current
- 👤 Ensure a consistent voice across departments.
- ⌚ Free staff time for strategic work.
- 💬 Align content with resident priorities using real data.

Why Citibot Refresh

For 10 years, we've listened to government communications professionals and the challenges they face every day. Citibot Refresh is purpose-built for government communications to make life easier. **By utilizing our historical Citibot Chat Data, Refresh delivers the most accurate content suggestions in the industry**, ensuring your website evolves with resident needs.