

Best Practices in **Economic Development Websites** for Better Results



Presented By



About Atlas

Atlas Advertising helps economic developers reach national and international prospect and site selection audiences. We specialize in branding, website development, GIS mapping, research, social media, and creative services. Unlike firms with little or no economic development experience, Atlas Advertising uses a proven mix of economic development marketing tactics that generate interest from site selection audiences.

Atlas Advertising is led by a former economic development practitioner and has worked with 140+ different economic development clients in 43+ states. Our approach and experience means that our campaigns generate an average of three to ten times the response of other campaigns. **Featured clients include:**



Atlas Agency Services

- Website Design Services
- GIS Websites
- Brand Development
- Targeted Industry Campaigns
- Search Engine Marketing
 - PPC
 - Google Content Network
- Social Media Marketing
- Marketing, Media and Lead Generation
- Content Services
- Research Services
- Training Services

Atlas Technology and Data Products

- Content Management Software
 - Robust Media Center
 - Calendar
 - Data Cart/Brochure Generator
 - Mobile friendly websites
 - Blog or Microsite Software
- Project Tracking Software
- Email Marketing Software
- Data Products
 - Demographic Data
 - Business Lists
 - Enhanced Prospect Lists
- Geographic Information Systems (GIS)
 - Commercial Property databases
 - Business databases
 - Data Search (Data Tab)
 - Other Data Management (Map Overlays)
 - Community Data Management
 - GIS System Analytics
 - GIS Data Reporting
 - Data Widgets
- Website Analytics

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<http://atlas-advertising.com/community-marketing-presentations.aspx>

Download Here

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- View our latest videos and presentations

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#askatlas or #econdev



Outline

1. Introductions
2. The Evolution of the Economic Development Website
3. What's good?
 1. Time on site
 2. Conversions
 3. Unique visitors
 4. Branding Engagement
4. 4 things you probably aren't doing
5. How to sum this up?
6. Wrap up/Questions

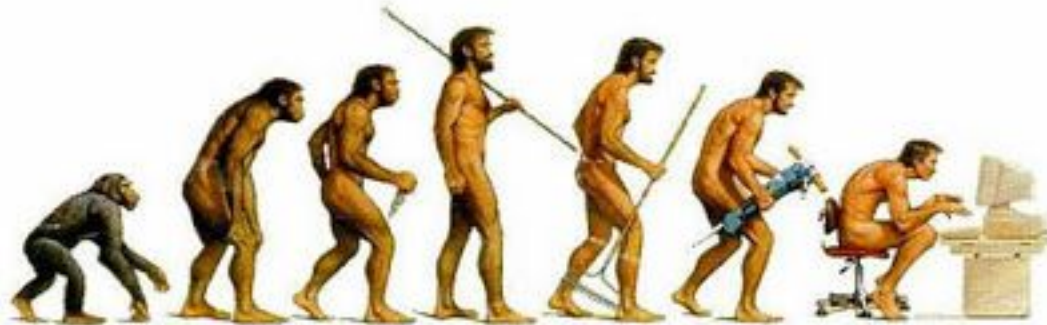
POLL QUESTION:

HOW OLD ARE
YOU?

WE WONT
TELL...



The Evolution of the Economic Development Website



The Oldest ED Website We Could Find (Circa 1997)

Jefferson Economic Council



Dedicated to preserving and enhancing the economic vitality for citizens of Jefferson County.

Jefferson Economic Council (JEC) is a 41-year-old public-private partnership representing the business community, city and county governments, city economic development directors and chambers of commerce. Our mission is to foster economic vitality for citizens of Jefferson County, a Denver metropolitan community, by providing primary jobs.

Bear Program & Marketing Services	Board/Investors	JEC Services	Economic Profile	Community Profiles
Business Parks	Enterprise Zones	"What's New"	E-mail Requests	Jeffco Resources

	1536 Cole Blvd., Ste. 100, Golden, Colorado 80401 TEL (303) 202-2965 FAX (303) 202-2967 E-MAIL jec@jeffco.org
---	--

1994 – The year of the Internet,
violins and trophies





BUSINESS CENTER

REAL ESTATE

SHOPPING

ENTERTAINMENT

STATE/LOCAL EVENTS

LOCAL AREA FACTS

GOVT

SPORTS CONNECTION

HOME

Fact: The Charlotte region NOW consists of about 2.7 million people living in 16 counties in two different states

Questions or Comments Eg

www.CharlotteUSA.com

Welcome to The Right Place

web.archive.org/web/19980125014225/http://www.rightplace.org/

Apps Workamajig All Atlas- Google Drive HootSuite TRS :: Transamerica Esri Business Analysis Internet Archive: Web worklogic My StandOut Report

Welcome to
Grand Rapids
The Right Place
Your World Class Economic Development Partner

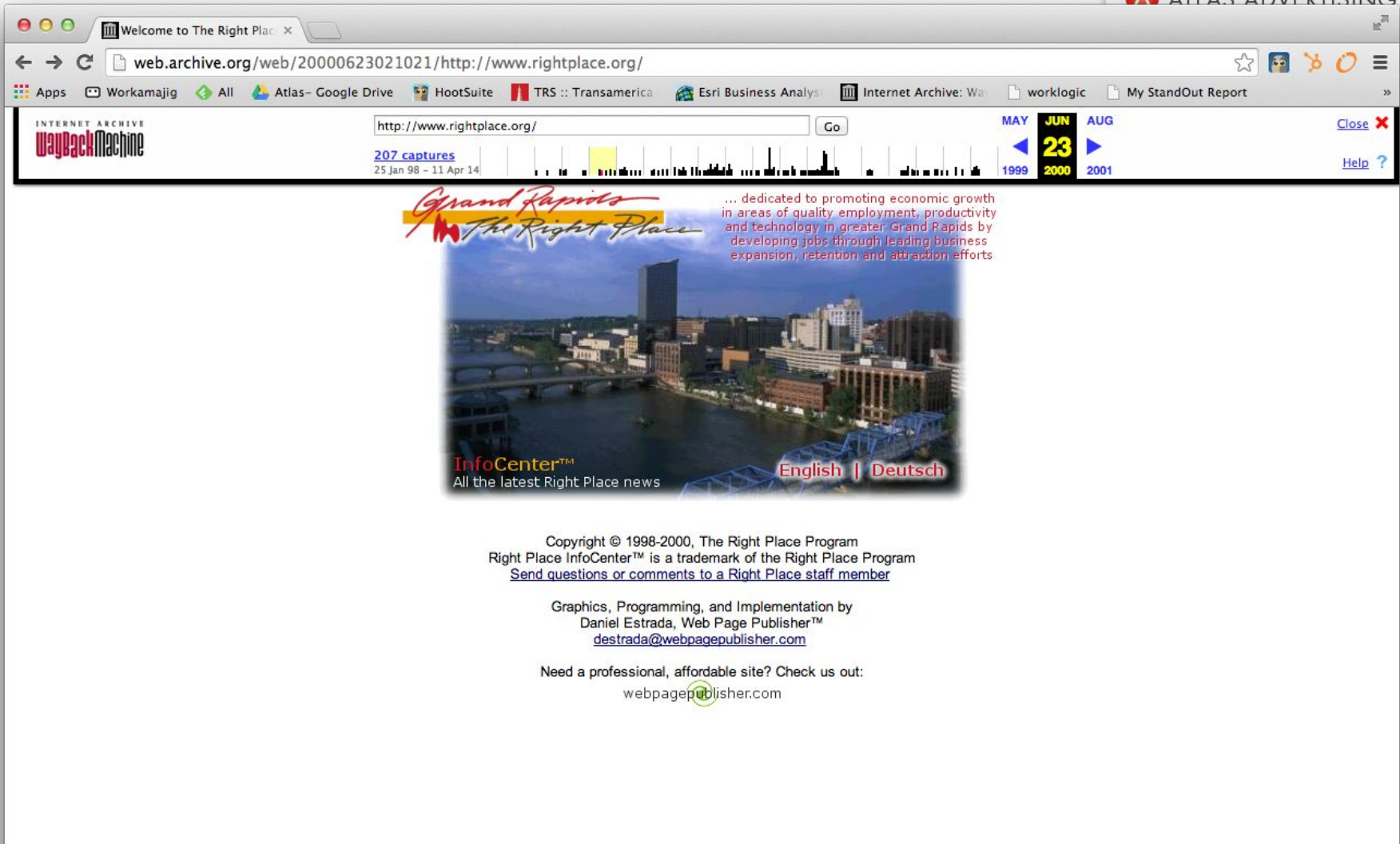


The mission of The Right Place Program is to develop opportunities for economic growth in areas of quality employment, productivity and technology in greater Grand Rapids through leading business expansion, retention and attraction efforts.

[World Class Business Practices](#) | [Technology & Innovation](#) | [Business & Education](#) | [Entrepreneurship](#)
[Service Sector](#) | [Urban Redevelopment Council](#) | [Business Climate](#) | [Business Retention & Expansion](#)
[About](#) | [Feedback](#)

The Evolution of an ED Website Grand Rapids Michigan, 1998

TL_Golf.pdf Charlotte Regional Ad.pdf CRP_Research.pdf CharlotteUSAblast (1).exe CharlotteUSAblast.exe Show All



More website content = more conversations:

2000



The Right Place Program

web.archive.org/web/20000623142944/http://www.rightplace.org/english.html

Apps Workamajig All Atlas- Google Drive HootSuite TRS :: Transamerica Esri Business Analysis Internet Archive: Web worklogic My StandOut Report

- Latest News & Events

About RPP Business Industry Infrastructure Workforce Councils **Community**

(Move the mouse over one of the tabs above for a description)

Community Profile

Our demographic data illustrates more good news for employers and businesses: the region is populated by youthful, middle-income, family-oriented people. The median age is 32.4 years versus 34.0 for Michigan and 35.4 for the United States.

From 1990 to 1998, while the number of households in the U.S. expanded an average of 9.5 percent, the number in the Grand Rapids area grew 11 percent and by the year 2003 will have grown 15.3 percent.

Between 1990 and 1999, the per-household median income level rose from about \$32,389 to \$50,463 annually - a 55.8 percent increase compared to the U.S. increase of only 28.5 percent.

Statistics

The 1999 demographic information provided below is for the Grand Rapids Metropolitan Statistical Area (Kent, Ottawa, Muskegon, Allegan Counties) unless otherwise noted.

<p>Area</p> <p>City of Grand Rapids: 44.9 sq. mi.</p> <p>Kent County: 856 sq. mi.</p> <p>Grand Rapids MSA: 2,759 sq. mi.</p> <p>Population</p> <p>Kent County: 500,631</p> <p>Grand Rapids MSA: 1,045,268</p> <p>Grand Rapids MSA 2004 Projection: 1,079,171</p>	<p>Major Products</p> <p>Office furniture, auto parts, machinery, hardware, tool and dies, home appliances, commercial printing, electronic equipment, scientific instruments, food, leather, plastics</p> <p>Rankings Compared to 2000 U.S. Metropolitan Areas</p> <table border="1"> <thead> <tr> <th></th> <th>Population</th> <th>Rank</th> </tr> </thead> <tbody> <tr> <td>Population</td> <td>1,021,200</td> <td>58</td> </tr> <tr> <td>Retail Sales</td> <td>\$8,000,487,000</td> <td>58</td> </tr> </tbody> </table>		Population	Rank	Population	1,021,200	58	Retail Sales	\$8,000,487,000	58
	Population	Rank								
Population	1,021,200	58								
Retail Sales	\$8,000,487,000	58								

The Emergence of the Community Profile 2000



The Right Place Program

web.archive.org/web/20000623142944/http://www.rightplace.org/english.html


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- Latest News & Events


[About RPP](#) [Business](#) [Industry](#) [Infrastructure](#) [Workforce](#) [Councils](#) [Community](#)

(Move the mouse over one of the tabs above for a description)


The Right Place Program Staff



[Birgit M. Klohs](#) is President of The Right Place Program, a position she has held since 1987. A native of Germany, she joined the staff from Grand Valley State University where she was Assistant Director of the Office for Economic Expansion. Her professional economic development experience began in 1977 as an Industrial Consultant with the Economic Development Corporation of Berrien County, Michigan. Her formal education includes a degree in finance from Western Michigan University. Birgit also is a graduate of the Economic Development Institute of the University of Oklahoma, as well as a certified Economic Development Professional. In addition to her administration responsibilities, Birgit is active in each of The Right Place Program's strategic priorities. She brings special expertise to the retention, expansion and attraction priorities of The Right Place Program. Her attraction efforts include both domestic and international prospects, including several foreign trade missions annually. Birgit has many professional and volunteer affiliations in the community, including the Western Michigan University Board of Trustees, the Workforce Development Board, Board of Directors of the Grand Rapids Symphony and Visiting Lecturer-Economic Development at the University of Paris, France.



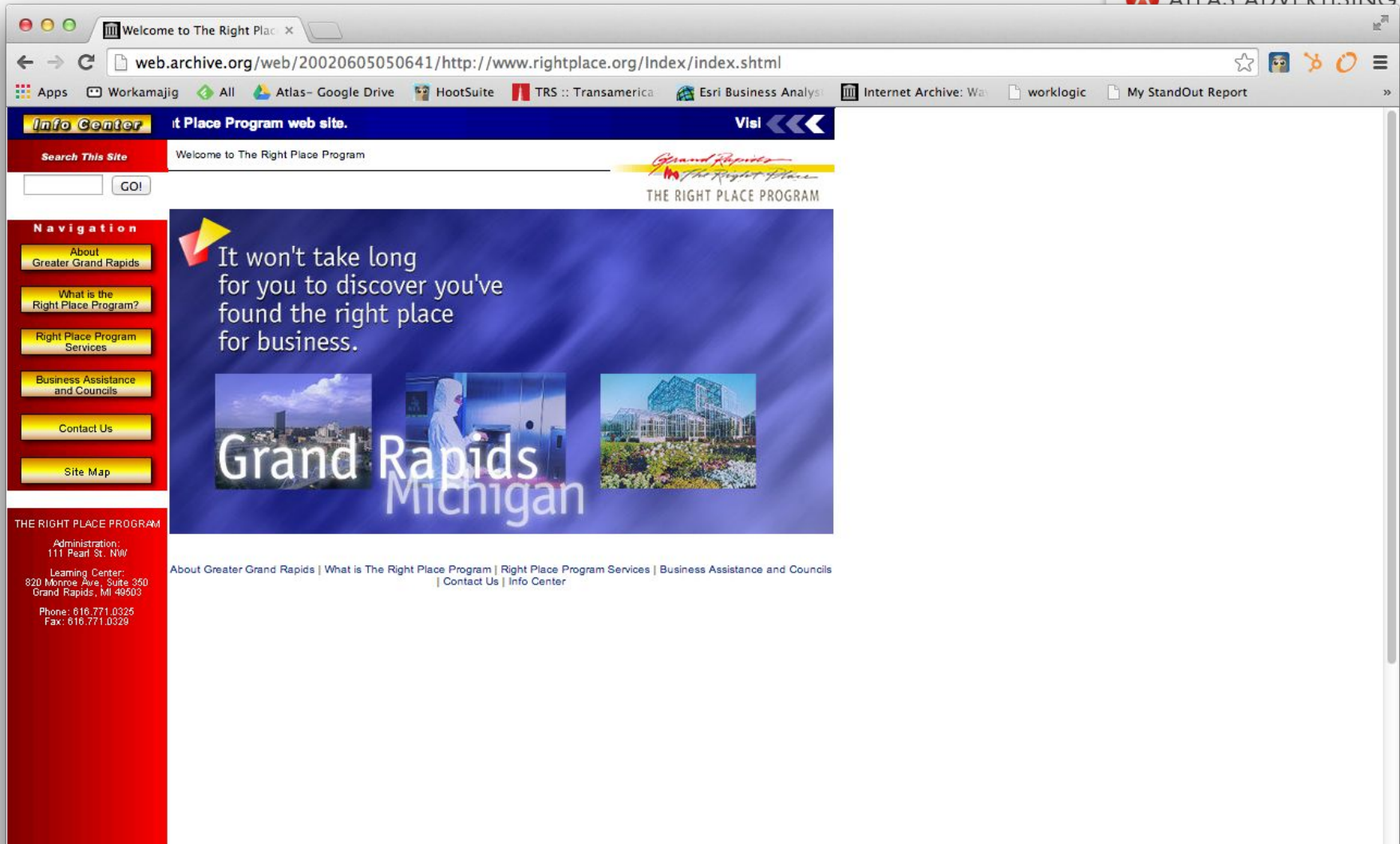
[Mary Ann Medendorp](#) serves as Assistant to the President. A 10-year veteran of The Right Place Program, Mary Ann provides administrative support for a number of key customer groups, including The Right Program Executive Board. Mary Ann also is very active in all Right Place Program fundraising activities including coordination and investor relations. She brings more than 15 years executive administration experience to the Right Place team.



[Michelle Sayers](#) is Vice President of The Right Place Program. She holds a bachelor's degree in education from Western Michigan University, and brings more than 15 years experience in community economic development, and workforce development to her role. As a

Making connections with real people.
It still matters, 2000.





The in-depth interior page. Architecture matters for Economic Development. 2002.



Locate & Expand Here: The x

web.archive.org/web/20070208143611/http://www.rightplace.org/locate/

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INTERNET ARCHIVE Wayback Machine

http://www.rightplace.org/locate/ Go

26 captures 8 Feb 07 - 14 Jun 09

JAN FEB 8 MAY 2006 2007 2008

Close X Help ?

Sitemap

GREATER Grand Rapids
THE RIGHT PLACE, INC.
A REGIONAL ECONOMIC DEVELOPMENT ORGANIZATION

Events & Workshops **Regional News** **About The Right Place** **Investors** **Contact**

Locate & Expand Here
Regional Overview
Location/Expansion Services
Workforce Profile
Industry Profiles
Business Climate
Infrastructure/Utilities
International Business Community
Urban Redevelopment

Live & Work Here
Business Resources & Services
Regional Statistics

Home

Locate & Expand

Greater Grand Rapids offers a business friendly environment for companies of all sizes. With a skilled workforce, superior infrastructure, and innovative culture, the region is a great choice for any business with relocation and expansion plans. We are particularly attractive to advanced manufacturing and life sciences firms, where over \$1 billion has been invested in less than a decade.

Take a closer look at Greater Grand Rapids. The Right Place for business.

#6 Automotive Supplier cluster in country

© 2007, The Right Place, All Rights Reserved.
161 Ottawa Ave NW, Suite 400 Grand Rapids, MI 49503-2701 Phone: 616.771.0325 Fax: 616.771.0555 Email: info@rightplace.org

Content is an everyday action, 2007.



web.archive.org/web/20100428050221/http://www.rightplace.org/For-Site-Selectors.aspx

Internet Archive Wayback Machine

18 captures
28 Apr 10 - 3 May 13

THE RIGHT PLACE Advancing the West Michigan Economy

616.771.0325 | info@rightplace.

Choose Language
Spanish
French
German
Japanese
Chinese
Hebrew

FIND PROPERTIES FIND COMPANIES VIEW EVENTS INVEST CONTACT US SIGN-IN

FOR SITE SELECTORS REGIONAL DATA BUSINESS CLUSTERS EXPAND & RELOCATE LIVE & WORK INNOVATION MMTC-WEST SERVICES ABOUT THE RIGHT PLACE

EXPLORE: FOR SITE SELECTORS

Regional Data
Incentives and Financing
Location Services

Greater Grand Rapids Commercial and Industrial Real Estate

Grand Rapids' low lease rates and real estate costs make it an attractive location for companies of all sizes. The region offers easy access to markets and amenities found in communities twice its size, in a location that is affordable for both companies and their employees.

Browse this site to learn more about our location advantages, or contact our

ADD PAGE
VIEW CART

DATA CART
[?] what is this?
0 items saved

SHARE PAGE PRINT PAGE

Conversations are KING 2010.



Homepage | Grand Rapids x

web.archive.org/web/20110829022026/http://www.rightplace.org/

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Internet Archive Wayback Machine

http://www.rightplace.org/ Go

207 captures 25 Jan 98 - 11 Apr 14

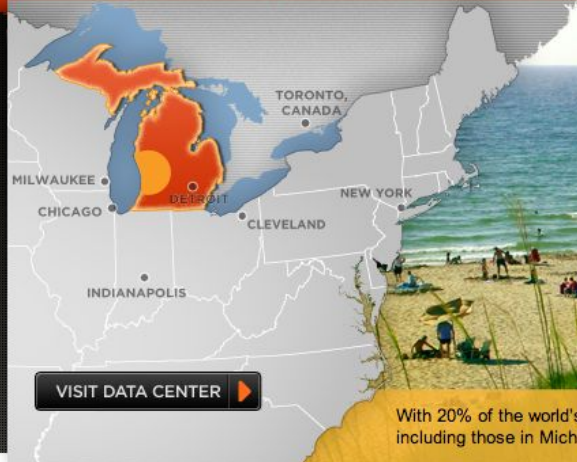
JUL AUG NOV 2010 29 2011 2012

Close X Help ?

FIND TRAINING FIND PROPERTIES FIND COMPANIES VIEW EVENTS INVEST WITH US CONTACT US

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FOR SITE SELECTORS REGIONAL DATA BUSINESS CLUSTERS EXPAND & RELOCATE LIVE & WORK INNOVATION MMTc WEST SERVICES ABOUT THE RIGHT PLACE Search



VISIT DATA CENTER

IN AMERICA, THE WEST WAS ABOUT OPPORTUNITY. IN MICHIGAN, IT STILL IS.

With 20% of the world's fresh water in easy reach, West Michigan is a haven for water-dependant companies, including those in Michigan's \$25 billion food processing and \$18 billion tourism industries.

WEST MICHIGAN NEWS

Van Andel Institute begins fifth year of doctoral program
Students regularly publish findings in scientific journals detailing the results of their experiments. Sometimes... [read more](#)

Elk Brewing Co. being planned for empty Wealthy Street building in Grand Rapids
Elk Brewing would be the latest addition to an active brewing community in Grand Rapids. Harmony Brewing Co., a... [read more](#)

UPCOMING EVENTS

09-21-2011 Commodity Trends - 2012 Outlook [details](#)

[view all events](#)

downloads All Event Documents

calendar View all Events

Property search drives 50%
of conversations: 2011



The screenshot displays the homepage of rightplace.org. The browser's address bar shows the URL 'rightplace.org/Home.aspx'. The website features a navigation bar with links for 'Info Stream Sign Up', 'Find Properties', 'Find Companies', 'Invest With Us', 'News & Media', and 'Contact Us'. A large map of Michigan highlights the Grand Rapids area, with a red arrow pointing to it from the text 'THE RIGHT PLACE FOR BUSINESS IS IN WEST MICHIGAN'. Below the map, there are three main sections: 'SITE SELECTION CENTER', 'MANUFACTURING SERVICES', and 'FEATURED EVENTS'. Each section includes a brief description and a 'Learn More' button. The 'FEATURED EVENTS' section specifically mentions 'MiFood 2014' with details on location, date, and time.

THE RIGHT PLACE
Advancing the West Michigan Economy

Info Stream Sign Up ENTER E-MAIL

Select Language [in](#) [f](#) [t](#)

Find Properties Find Companies Invest With Us News & Media Contact Us

WHY WEST MICHIGAN INDUSTRY SECTORS DATA CENTER LIVE/WORK ABOUT US FOR LOCAL BUSINESS

THE RIGHT PLACE FOR BUSINESS IS IN WEST MICHIGAN

Located between Chicago and Detroit in western Michigan, Grand Rapids is the state's second-largest city, and the urban center of a growing region of more than 1 million people.

[Learn More](#)

SITE SELECTION CENTER

Ask us about West Michigan and we could go on all day, but you need the answers now. Consider this your one stop shop for all information on our region. We are proud to showcase the companies, property, workforce and amenities available to you. We've included a collection of highlights that should give you a good idea why we think West Michigan is the Right Place for business.

[Learn More](#)

MANUFACTURING SERVICES

Serving West Michigan manufacturers since 1989, The Michigan Manufacturing Technology Center - West supports the global competitiveness of manufacturers throughout the region's 17 counties. Offering training solutions in business growth, lean, quality operations, people and sustainability, MMTC-West is the partner West Michigan manufacturers rely on time and time again.

[Learn More](#)

FEATURED EVENTS

MiFood 2014

Event location: 3330 Highland Dr.
Hudsonville, Michigan 49426

Event date and time: 05/14/2014 08:30 AM

Event Summary:
The MiFood2014 summit tackles some of today's most challenging issues in the agriculture and ...

[View All Events](#) [Learn More](#)

A truly integrated experience 2013.



The Right Place - Economic | 正确的地方 - 经济发展西密歇根

rightplace.org/Home.aspx

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Google translate Translated to: Chinese (Simplified) Show original Options

信息流注册 ENTER E-MAIL GO

Chinese (Simplified) | LinkedIn Facebook Twitter

寻找地产 找公司 投资于我们 新闻与媒体 联系我们

为什么西密歇根 行业分类 数据中心 生活/工作 关于我们 对于本地商户

ARTS AND CULTURE IN WEST MICHIGAN

ArtPrize is the world's largest art competition open to any artist in the world. For nearly three weeks, three square miles of downtown Grand Rapids, Michigan become an open playing field for art.

Learn More

● ● ● ● ●

选址中心

向我们询问西密歇根大学和我们就道来了一整天，但你现在需要的答案。认为您的一站式服务为我们地区的所有信息。我们很自豪地展示了公司、财产、劳动力和提供恰当的设施。我们已经包括了亮点，应该给你一个好主意，为什么我们认为西密歇根州是正确的地方为企业的集合。

Learn More

制造服务

自1989年起担任西密歇根制造商，密歇根大学的制造技术中心 - 西部支持的厂商在该地区的17个县的全球竞争力。提供的业务增长、精益、品质经营、人员和可持续性的培训解决方案，MMTC，西方是西方的合作伙伴密歇根制造商依靠一次又一次。

Learn More

特色活动

MiFood 2014

活动地点：3330高地博士
哈德逊，密歇根州49426

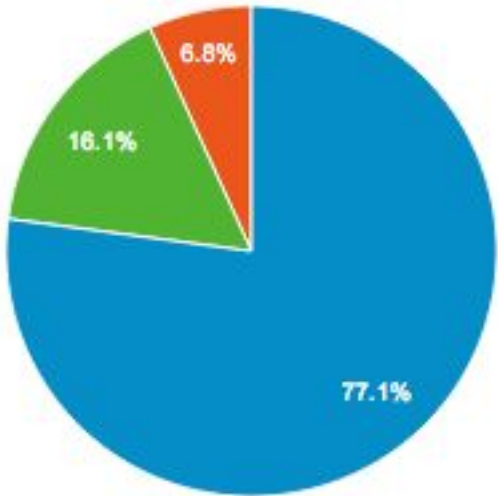
事件的日期和时间：2014年5月14日上午08:30

事件摘要：
本MiFood2014峰会全球当今一些最具挑战性的问题，在农业和...

View All Events 了解更多

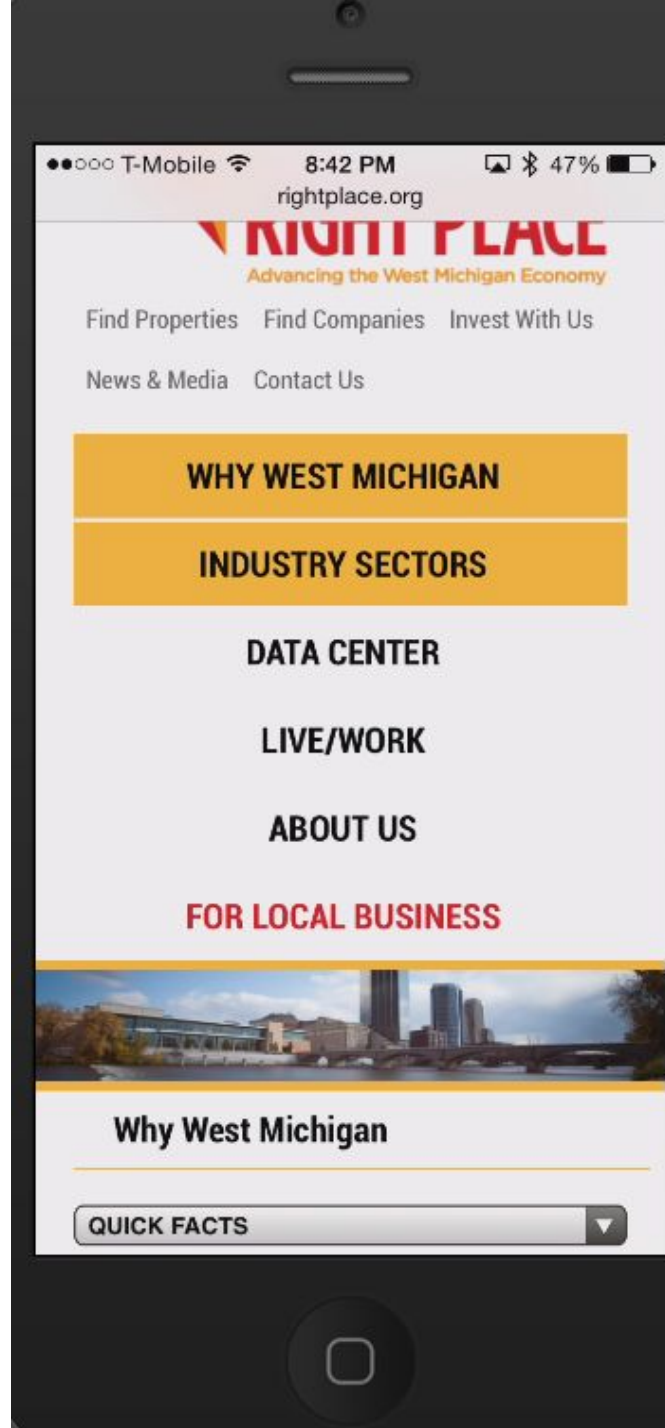
Language and Mobile are more important
than we ever thought 2014.

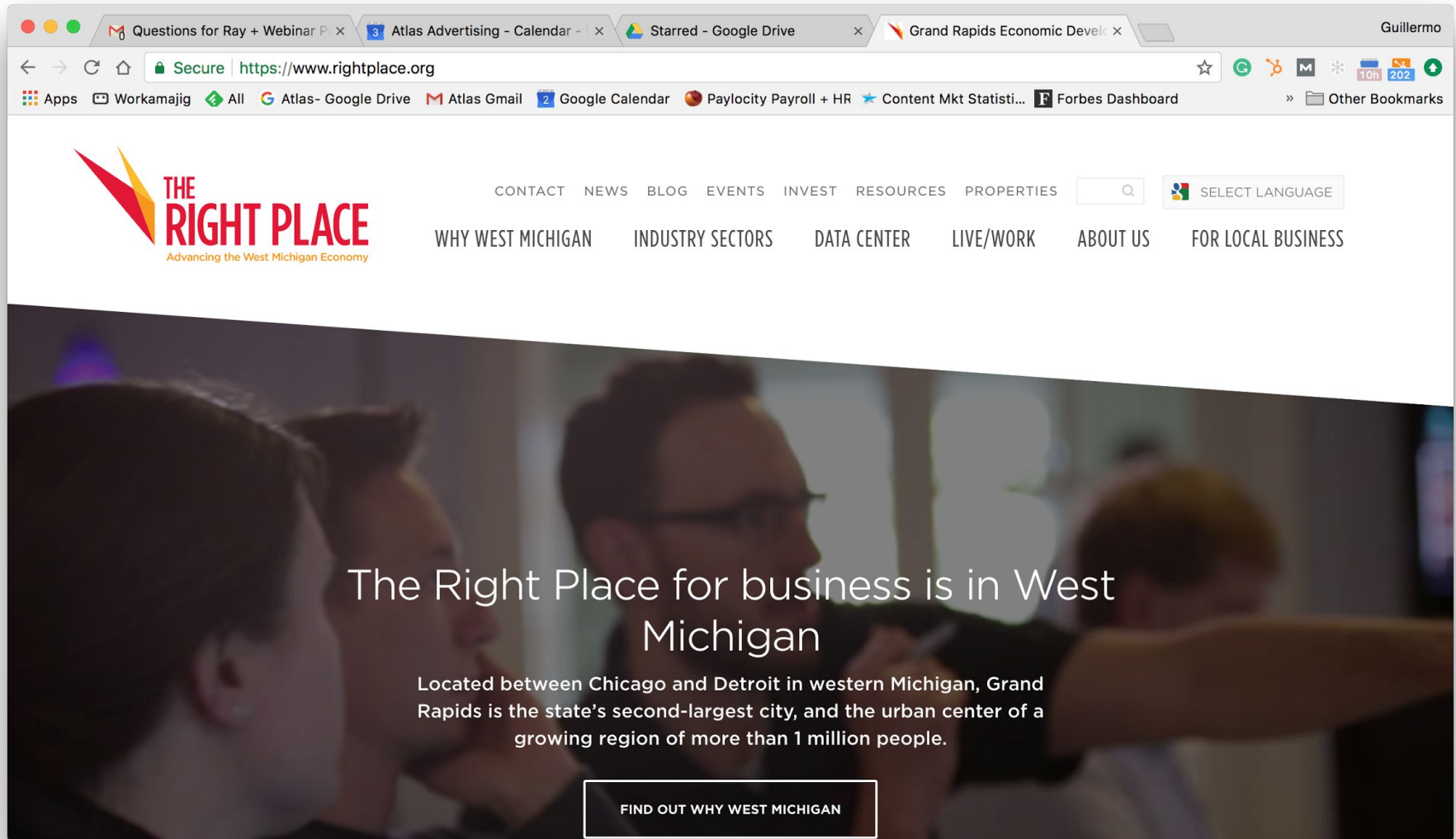




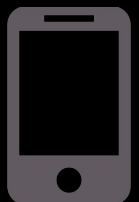
1. desktop
2. mobile
3. tablet

On average, 20% of Economic Website visits come from mobile devices





Designing for users (prospects) and choosers
(search engines) 2017.



So, What is Good on an Economic Development Website?

HERE'S THE
TRUTH

10 STEP CHECKLIST FOR YOUR ECONOMIC DEVELOPMENT WEBSITE REDESIGN

1. Benchmark your current metrics
2. Determine your goals
3. Inventory your current assets
4. Analyze the competition
5. Identify you “Unique Value Proposition”
6. Design your website around personas
7. Optimize your site for search
8. Identify calls to action
9. Create an ongoing content marketing strategy



[Download checklist here!](#)

How Site Selectors Use Your Website

What We Need

- Contact information
- Incentive programs
- Tax rates
- Recent announcements
- Industry-targeted info
- Map of your territory
- Largest employers
- Area colleges and universities



Based in
Chicago, IL
Former
economic
developer

Specializes
in...renewable
energy and data
centers



3 Questions to Ask Yourself



Connect With Us



Kenny McDonald
Chief Economic Officer

614-225-6063

Our Expert Staff Provides

- Tailored market research
- Confidential and custom site location assistance
- Introductions to professional service providers

Contact a Location Specialist

Referrer	Amount
<input checked="" type="checkbox"/> Name	
<input checked="" type="checkbox"/> columbusregion.com	
<input checked="" type="checkbox"/> google.com	
<input checked="" type="checkbox"/> usatoday.com	
<input checked="" type="checkbox"/> Direct	
<input checked="" type="checkbox"/> jobs-ohio.com	
<input checked="" type="checkbox"/> columbus.org	
<input checked="" type="checkbox"/> blog.columbusregion.org	
<input checked="" type="checkbox"/> bing.com	
<input checked="" type="checkbox"/> m.foxbusiness.com	
<input checked="" type="checkbox"/> c.brightcove.com	
<input checked="" type="checkbox"/> unioncounty.org	
<input checked="" type="checkbox"/> delawareohio.net	
<input checked="" type="checkbox"/> linkedin.com	
<input checked="" type="checkbox"/> search.yahoo.com	
<input checked="" type="checkbox"/> Other	
Total	2379

Featured Properties



Prologis Park Rickman's Corner
Excellent Rickman's Corner location situated in Foreign Trade Zone. The site offers the following...

View Property Details

News & Events

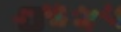
October 07, 2013

\$2.5M grant will develop small business incubator in Pickaway County

The Pickaway County Economic Development Corporation will provide training and technical assistance to entrepreneurs and develop small businesses.

Read More

Success Stories



Environment, Talented Workforce Assist IBM in Making Columbus a Big Data Analytics Hub

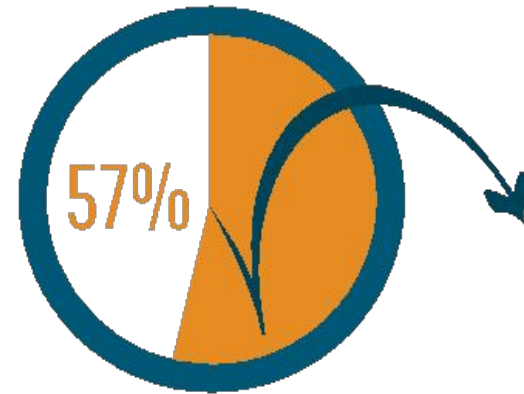
IBM's decision to bring their advanced analytics center to the Columbus Region was strategic.

Learn More

How does your audience interact with you?

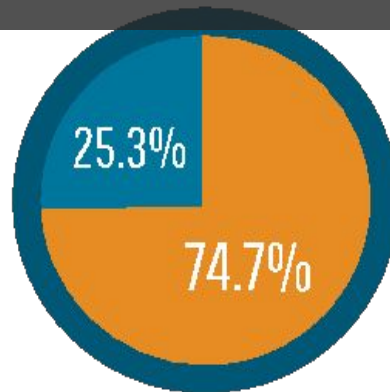


AVERAGE VISIT
DURATION

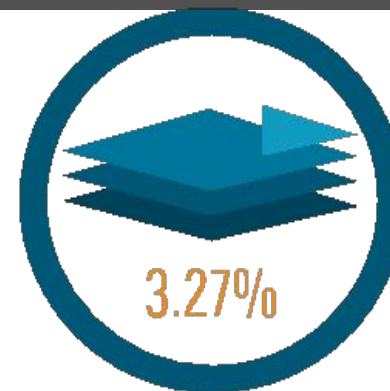


SITE
BOUNCE RATE

Can your EDO'S website do better than this?

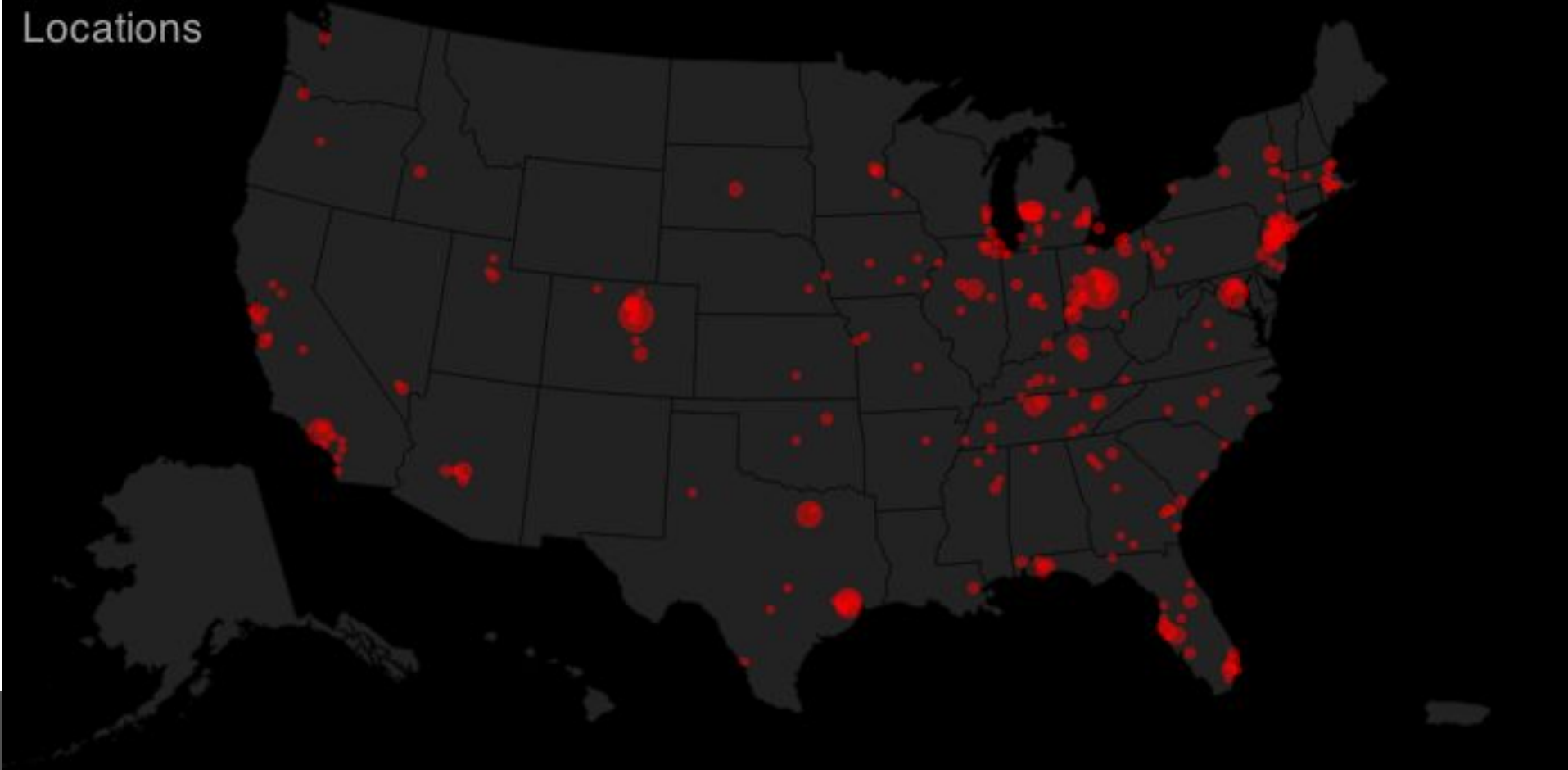


UNIQUE VISITS
VS RETURNING



PAGES PER
VISIT

Locations



So, where is your website traffic coming from?

Questions

Thank you!

Contact information:

1128 Grant St

Denver, CO 80203

Contact: Guillermo Mazier

t: 303.292.3300 x 232

Guillermom@Atlas-Advertising.com

www.Atlas-Advertising.com

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