

# FAIRVIEW, TEXAS WEBSITE REDESIGN

How We Moved Into Modern Times With Our Website

# Our Old Site

- Easy to update
- Didn't allow for self customization (photos, etc)
- Wasn't interactive
- Pre “smart phone friendly”

# OUR NEXT SITE'S ADVANTAGES

- Fresher look
- Ability to add and subtract pictures
- The ability to sign up for updates
- Better ability to customize

# OUR NEXT SITE'S DISADVANTAGES

- Not mobile or tablet friendly
- Cumbersome CMS
- Not very interactive
- Difficult to get fresh content

# PROCESS FOR A NEW SITE

- At IEDC Annual Conference I met with potential visitors
- Met with our board to determine course of action
- Heard presentations from four marketing/pr companies
- Reviewed all proposals
- Did due diligence on the companies
- Chose Community Systems because of their package and economic development background
- CMS was a key factor in choice
- Had to adapt to mobile devices

# NEW SITE DEVELOPMENT

- Had several pre-development meetings
- Showed initial design and look to the board
- Board was comfortable with the first draft
- Gave the board a second look to be sure
- Developer created the main frame of the site
- ESRI Data
- Hubspot
- Lead tracking
- Better analytics

# POPULATING THE SITE

- All done in house
- Took good elements from previous sites and incorporated them
- Wrote fresh content for many sections of the site
- Hired professional photographer to do photographs of board members
- Added video
- Added a news feed
- Better property listings and demographics

# BENEFITS

- We now have better tracking tools on the website
- We can tell who is on our site
- We are running Google ads and we are able to track the results
- The better demographics show site selectors that we are serious
- We are getting more traffic on the site