

EDO Website Best Practices

building utility into your site

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Why have a website?

- So people can find you?
- To share your accomplishments?
- To connect with stakeholders?
- Sure, but...

Creating Value

- A site can have utility: ED Portal
- Creates efficiency
- Creates feedback loop with stakeholders (cities, chambers, libraries)
- Elevates marketing of services
- Helps metrics

Backend

- I use Wordpress, but there are many options
- Newsletter
- Responsive sites
- Other widgets
- Analytics

Parallel efforts

- Surveys (surveymonkey)
- Social media
- SEO
- SEM
- Staying relevant

Not the end all...

- Face to face is still best
- Pick up the phone
- Use brochures and collateral
- REINFORCE THESE THINGS WITH YOUR SITE!

Let's take a tour...

Thanks!