

Marketing Place
Through
Technology™

ED SOLUTIONS, Inc.



Economic Development Web Site Review Service

Economic development web sites have become a critical component of an organization's program. They serve not only as their "window to the world", an advertisement, but as a means to serving the increasingly demanding on-line needs of the corporate site selector and the consultants hired by them. Designed, structured and marketed properly, ED web sites greatly enhance the site selection process. Done improperly they serve as a red flag to potential investors, stakeholders and existing customers.

ED Solutions, Inc. can assist in making your web site the best it can be. The following page describes our services.

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ED Solutions, Inc. can help solve a number of very common issues surrounding economic development web sites. We look at four critical elements of an economic development website, namely;

Design	Functionality
Performance	Marketing

Design

- Is your web site easy to navigate?
- Optimized to enhance the "clicks to data" ratio?
- How is the web Site's design integrated with your other marketing materials?
- Has your site violated design standards in terms of use of color, background, layout?

Functionality

- Does your web site contain all the necessary elements of a successful economic development web site?
- Are the goals for your web site incorporated in the features you offer? Do visitors know?
- Have you gotten trapped in the common mistake of creating functionality from your perspective, not your users?
- Have you looked at some of the trend setting functions other ED organizations are employing?

Performance

- How is your site viewed on various browsers, and various versions of them?
- How are the load speeds of your site when connected to by various modems?
- Does the code of your site conform to HTML standards?
- Are all your links still valid?

Marketing

- How do you promote your site?
- How does your site compare on various site search engines?
- Is you site optimized to "be found"?
- Is your site a strong component of your overall marketing initiatives?
- How else might you publicize your site, drive traffic there, and keep the user's attention?

ED Solutions, Inc. looks at all these issues when reviewing your site. We employ-

- The latest diagnostic services to evaluate your site from a technical perspective.
- Carefully screen the site to answer the questions above.
- Prepare a quality report, complete with screen shots of your site to illustrate the findings, list resources available to your organization to achieve the results suggested, and provide copies of all diagnostic materials.
- Issue clear, executable suggestions and help identify how to go about getting them accomplished.
- If desired, work with you and your staff to help achieve the improvements.

If this service is of interest, please contact ED Solutions, Inc.

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