

## *Is Your Community Website Driving Leads & New Investment?*



Introducing the only economic development website evaluation tool scored by the people who use them most – the site selection consultant.

Get your personalized, comprehensive evaluation today!

## WebSite Evaluation

For Economic Development  
Organizations

**Place Marketing Group**  
[info@placemarketing.net](mailto:info@placemarketing.net)  
[www.placemarketing.net](http://www.placemarketing.net)

### Websites are a Key Marketing Tool

Increasingly, site selection consultants and corporate real estate executives are turning to the internet for information on communities. Bob Ady, a pioneer in corporate site selection, has stated that the internet is the number one tool for learning about communities.

“The Internet and GIS, as well as other electronic means of developing a virtual scan of a region and community, will become ever more important in screening long lists of candidate areas,” says Gene DePrez, who formerly led IBM Global Location Strategies.

### Websites are Increasingly Important

The importance of an effective web presence has been reinforced by qualitative data. A 2006 AngelouEconomics survey showed that Web sites were the most effective marketing strategy employed by economic developers.

Development Counsellors International's 2005 study found that the internet was the second highest ranked marketing technique for economic developers. This technique had increased in importance by over three times since 1996 - rising faster than any other marketing technique available.

### The Risks of an Ineffective Website

If a community doesn't have the right type of information, the consultant moves on to other communities that have the information he or she needs,” according to Ady.

In addition, you risk immeasurable damage to:

- your brand
- your community image
- your credibility
- your conversion rates
- your market penetration
- your global reach

### Web Site Evaluation Provides Answers

Our website analysis service helps economic development organizations answer the following questions:

- Is our website achieving its goals?
- What are the strengths and weaknesses of our website?
- Does our site provide its visitors the information they need?

**If you need a professional Web site evaluation offering an objective and experienced viewpoint, you need a Place Marketing Group website evaluation!**

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### Evaluating Your Website – A Site Selection Consultant's Perspective

Because of the importance of the internet as a tool for marketing locations, the Place Marketing Group has developed a simple and inexpensive evaluation technique for the EDO.

Founded by trusted economic development practitioners, PMG can provide you the unbiased, jargon-free, vendor-neutral answers you need.

Utilizing some of the country's leading site selection consultants, PMG will provide a professional evaluation of more than 50 critical elements that comprise a world class website including:

- Overall Impressions
- Content Aspects
- Design Aspects
- Navigation Aspects
- Content Enhancements

Your website will be evaluated and scored by leading site selection consultants. They will also contribute brief comments on each of the listed criteria. Use it to evaluate your current website, a proposed new site or order a second evaluation after making recommended changes to measure improvements.

### Constant Website Management Is Critical

Continuous evaluation is a hallmark of good website management. The Internet environment changes from day to day and as users become more comfortable online their attitudes change and evolve. You cannot afford to take your website content, navigation and design features for granted. Your web site should be under constant review.

A PMG expert appraisal gives you the benefit of a third party's experience and objectivity. **PMG draws on extensive site selection experience to provide the unbiased answers and opinions you need to take your website to the next level of performance.**

We don't profess to have all the answers. But we can offer informed opinions. And our opinions could be the insights that dramatically improve the performance of your website.

### Order Your WebSite Evaluation Today!

Find out if your website stands out today. Once you place your order, our site selection consultants will provide your professional evaluation and we will return a compiled report. Contact us today by e-mail at [info@placemarketing.net](mailto:info@placemarketing.net) to schedule your evaluation.