59 SECONDS, 10 DATA TIPS AND A FEW BASIC TOOLS FOR YOUR ECONOMIC DEVELOPMENT WEBSITES

Florida Economic Development Council

Stevie Field-Chavez
GIS Planning, Inc.
GOALS FOR TODAY

• 10% Rule
• A few tips you can implement with any budget and experience level
• Surface notes and the deep dive
• No commercials
LET’S LOOK AT YOUR WEBSITE
DIRECT CONTACT INFORMATION

- NO forms to fill out for contact information
- YOUR name and position
- YOUR cell and direct line
- YOUR email
- Photo is always helpful
- Site Selectors won’t fill this out!
WHAT STATE ARE YOU IN?

Do you know how many Washington Counties there are?

Franklin Counties?

Jefferson Counties?
NEWS AND CURRENT EVENTS

- Shout out successes
- Testimonials
- Keep news current
- Industry specific news
- Post conferences & trade shows you will be attending
SOCIAL MEDIA

• Links to your public social media sites
• Streaming Twitter feed for your community or organization
• Strategic use of LinkedIn organizational page and groups
SITE SELECTION TOOL

- Current, available sites and buildings
- Demographics and supporting data
- Interactive Map
- Your city/county GIS dept. is not the same
- Consistency among city/county/regional/state/utility partners
- CONTACT INFORMATION
EASY TO FIND

- Contact information, data, maps, news
- Find a balance between text, data and images
According to the Nielsen Norman Group, the average person spends just 59 seconds on your website.

- Keep copy informative but not too wordy
- Highlight keywords
- Keep it real
- Keep it simple
10 Essential Components

1. Accurate & Updated
2. Customized
3. Robust
4. Relevant
5. Interactive & Dynamic
6. Granular
7. Presented Visually
8. Easily Exported & Shared
9. Easily Tracked & Analyzed
10. Fully optimized

How to make data useful.
#1 – ACCURATE, UPDATED AND SOURCED DATA

- Accurate
- Up-to-date
- Cite sources
#2 – CUSTOMIZED
Data deep dive

✓ Demographics: population, age, sex, race, income, & educational attainment, etc.
✓ Labor data - types of employees & businesses in your area.
✓ Consumer & retail data: detailed consumer expenditures, retail potential, modifiable radius/ drive time
✓ Business and industry data: 6-digit NAICS level
✓ Geographic data: infrastructure, incentive zones, parks, educational institutions, energy, telecommunications & points of interest
Be relevant to users’ needs:

• Suitable sites and buildings exist everywhere
• Why choose your location over any other?
• Tell the story of your location
#5 – INTERACTIVE AND DYNAMIC

Consider using various analytical tools:

✓ Comparison of your community or region (may not be next door)
✓ Property search and selection tool
✓ Search by pinpoint, radius, drive-time and polygon tools
✓ Avoid static PDFs
#6. GRANULAR

- Granular data is detailed data
- If you are a state, show community data
- If you are regional, show not only your regional data, but provide the options of looking at county, city and town data (interactive)
- Display data from the macro level down to block groups (the closer, the better)
#7. VISUAL – A PICTURE SPEAKS 1,000 WORDS (OR IN THIS CASE, MAKES DATA MORE INTERESTING)

Would you rather look at this…

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Total Spending 2015

President Obama proposes $3.97 trillion in total spending.

#8. EASILY EXPORTED & SHARED
#9 – WHO? WHAT? WHERE?

- Who are they?
- What pages are they looking at?
- Where they are coming from?
- Does this tie into an event, trade show, conference or promotion?
- Are they looking at an available property? Which one?
- URL?
#10 – MUST BE FULLY OPTIMIZED FOR MOBILE
BONUS RECAP POINT: MAKE YOUR DATA (AND ALL OTHER IMPORTANT INFORMATION) EASY TO FIND
WHAT’S A PRESENTATION WITHOUT A FEW QUOTES…

Marketing WITHOUT DATA is like driving with your EYES CLOSED.
Dan Zarrella

Experts often possess more data than judgment.

YOU HAVE TO STAY ONE LEVEL ABOVE EVERYONE ELSE

Above all else show the data.
Edward Tufte
THANK YOU!

GIS Planning, Inc.
Stevie Field-Chavez
VP, Sales
615.517.5505
sfield@gisplanning.com
www.gisplanning.com