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ADY INTERNATIONAL COMPANY

THE AUTHORITY IN SITE SELECTION

October 2008

Economic Development Newsletter

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- [As I See It](#)
- [Visit Ady International Company's New Website](#)

Ady International Company has a new website!
Come see our special section for EDO members

Going to Atlanta for the IEDC Conference?
Stop by Booth #241 and sign up for your chance to win a free Website Assessment!

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Onsite Community Assessment
Evaluate communities through the eyes of a site seeker and then report back with comments and suggestions for improvement.

EDO Member & Officer Training
Designed to help your community leadership/Board understand the site selection process and what prospects are expecting of the community leaders who make up most Boards.

Website Navigation Report

As I See It

Benchmarks for E.D. Websites



Most economic development practitioners today would agree with me when I say that their website is their #1 marketing tool. People regularly ask me to look at their website and tell them what I think about it. Because I get asked that question so frequently, I partnered with a website development firm, Voltege, Inc., to develop a scorecard specifically for evaluating E.D. websites. For a flat fee, you can get a detailed, customized report that rates your website and provides you with actionable recommendations for improving your website.

Using this scorecard, I've evaluated dozens of E.D. websites on about 40 specific factors. Let me step back and share with you some of the most common areas for improvement that I see:

1. The most common shortcoming is not enough data. Site selectors are information sponges - we want data about the operating costs, operating conditions, and quality of life factors in your community or region. This website is chock-full of pertinent data: www.cityofanderson.com.
2. Make it clear where you're located. Your header and your home page should identify where you are in your state, at a minimum, and spell out the name of your state. For some examples, see www.pickperry.com or www.miamicountyeda.com.
3. Maps, maps, and maps. There's almost no such thing as too many maps for a site selector audience. All three examples above also demonstrate good relational maps.
4. Make it easy to search sites & buildings. Whether you link to another system like a utility, Location One, LoopNet, or another

Gives exact industry-specific outlines for community data required by most site selectors. The reports also provide customized online links to key data sources.

Community Website Assessment

Ady International will review your community's economic development website with our 35+ point checklist and evaluate how the community can attract more location prospects through the website.

Community Labor Market Evaluation

Evaluate your labor market (primary, secondary, and auxiliary) based on the statistics and criteria used by site selection firms.

[Click Here for More Information](#)

More Information

[Training Services For Utility Company Member EDOs](#)

[Training Services For EDO Members](#)

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Quick Links

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provider, or create your own profiles, make it easy for us to find and search your properties. Better yet, give me a way to sign up for updates when a new property becomes available or when a major property is leased.

5. Don't assume everyone knows about your incentives or that you don't have anything to offer. Believe it or not, many websites I've assessed make no or little mention of local incentives or services provided by the local EDO. At a minimum, list all of the state incentives available, local as-of-right incentives, and examples of other incentives that were developed to meet the needs of specific projects. And don't forget to talk about your team and how you can help speed the permitting process, coordinate discussions with utilities and landowners, etc.

6. Make it easy to read, with lots of bullets and white space.

How would your website rate using our E.D. website scorecard? In future issues, I'll share with you my picks for some of the best E.D. websites out there. If you think your website should be one of them, email us at jady@voltage.com and tell us why.

Upcoming Events

Don't Miss Your Chance for a Free Website Assessment!



Ady International Company is the authority on site selection. Our principal, Robert M. Ady, has conducted more corporate relocations in the United States than any other individual. He brings a wealth of experience to your site selection project, as well as longstanding relationships with economic development organizations nationwide.

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