

What should I put on my
Economic Development website?

A content worksheet from [Content for Do-Gooders](#).

It's Time to Focus On Your Content

Okay, so you've decided to create a new website or revamp an old one—now what?

Now it's time to start thinking about your content: **what information will you put on each page, who is going to see it and what is its goal?**

Whether you're creating content internally or hiring an agency/writer, this worksheet will help you figure out (ahead of time) what content should go on each page—making the writing (and photography-finding, video-making or map-designing) process quicker and simpler.

By answering the right questions and knowing what users you're addressing, you'll have a more useful, user-friendly website in the end. And that's what will get you the leads you expect from your new website.

Sound good? Let's get started.

The Homepage

Questions your homepage should answer:

Who are you (what organization/company)?

What does your organization do?

What can you do for me (the user) and how are you different from your competitors?

What should I do next?

Who's looking at this page?

Site selectors, prospects, local companies & prospect families.

What are they looking for?

Site and building listings, community data, incentives, economic development services and a sense of the community's personality.

About Us

Questions this page should answer:

Who are you (what organization/company)?

What does your organization do?

What can you do for me (the user)?

Who's looking at this page?

Site selectors, prospects & local companies.

What are they looking for?

Services tailored to their needs. An idea of what it would be like to work with you.

For Site Selectors

Alternate page titles: Site Selection, Site Selection Services, Site Selection Data

Questions this page should answer:

What makes your community a good business investment?

How can I find sites/buildings in your community?

What site selection services do you offer?

Who's looking at this page?

Site selectors, prospects & expanding local companies.

What are they looking for?

Site and building information. A reason to move to or expand in your community.

Data Center

Alternate page titles: Community Data, Data & Demographics

Questions this page should answer (and back up with data):

What makes your community a good business investment?

Who's looking at this page?

Site selectors & prospects.

What are they looking for?

Data on demographics, workforce, taxes, incentives & community benefits. IEDC data spreadsheets.

Live & Work

Alternate page titles: Living in "Community Name Here," Living Here, Community

Questions this page should answer:

What's it like living in your community?

What is there to do on the weekends?

How is the educational system and what are the crime rates?

What about health care?

Who's looking at this page?

Decision makers & their families.

What are they looking for?

A feel for the personality, safety, education, culture and opportunities of your community.

Business Clusters

Alternate page titles: Business & Industry, Industry Strengths, Top Clusters

Questions this page should answer:

What industries are thriving here and why?

What programs do you offer for my industry?

What large employers are already located in your community?

Who's looking at this page?

Site selectors & prospects.

What are they looking for?

Specific benefits for their industry & a list of top employers.

Local Business Services

Alternate page titles: For Local Business, Business Services

Questions your homepage should answer:

What services do you offer for expanding or start-up companies?

How can I find sites or buildings that meet my expansion needs?

Who's looking at this page?

Local companies.

What are they looking for?

Local business services, workforce training programs, sites and buildings and incentives.

About Content for Do-Gooders

Looking for a writer who knows your industry? You've come to the right place. Content for Do-Gooders is a full service content agency with extensive economic development experience. We've done content strategies and written websites for EDCs across the nation—in places like New Orleans, San Francisco, Webster City, Iowa and Pearland, Texas. And we'd love to work with you next.

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