OVERVIEW OF WEBSITE SERVICES & PRICING

AT GOLDEN SHOVEL, WE BELIEVE THAT THRIVING COMMUNITIES IMPROVE EVERYONE'S LIVES. EVERYTHING WE DO CONNECTS BUSINESSES AND TALENT WITH COMMUNITIES THAT THEY'LL THRIVE IN. WE DO THIS BY EMPOWERING ECONOMIC DEVELOPERS THROUGH GROUNDBREAKING ECONOMIC DEVELOPMENT COMMUNICATIONS AND INDUSTRY-SPECIFIC SOFTWARE TOOLS.

CUSTOM WEBSITE DESIGN & DEVELOPMENT

Golden Shovel understands the vital role your organization's website plays. Sending the right impression is critical, and it requires a thorough understanding of what you have to offer and what makes you unique. We will take the information we gather from specific economic development research to build a stand-alone website that you can leverage daily. The website will highlight the strengths of your community, focus on your target audiences, and ensure that you have a strong digital first impression.

Our services include website set up, custom design, Content Management System (CMS), Search Engine Optimization (SEO), Google Analytics, content population and training, as well as over 20 customizable modules that are specific to economic development. These insights and experiences enable us to build a dynamic website that effectively supports your organization's digital needs and makes you stand out amongst your competitors.

GATEKEEPER SERVICE

Our staff works as an extension of your organization's content and marketing division. We create key messaging, content, articles, a content strategy document, and post new content to the website and social media accounts every week. The writers will develop up-to-date posts and articles that resonate with business owners and individuals in the defined target audiences. We will meet with the appropriate personnel monthly to train, coordinate content, and maximize outreach. A complimentary website redesign will also be available to you at no cost at the conclusion of every 3rd year of service. This ensures that your website is always fresh and modern.

HOSTING, MAINTENANCE, & TECHNICAL SUPPORT

Golden Shovel will host and maintain your website online. Our customized Economic Gateway platform gives you ongoing updates and tool expansions as Golden Shovel develops them, all at no additional cost. Our maintenance and hosting model will provide your staff with all the necessary support and assistance for content changes, technical issues, and any other support requests related to the website's performance. Our customer support specialists will make sure that your website is accurate and that we are responding to your requests in a timely manner so that your website never gets behind.

WEBSITE COPYWRITING

Golden Shovel's content team works directly with clients to craft messages that are on-point and relevant to target audiences. This messaging will be incorporated throughout the website content to ensure consistency and to promote brand development. In addition, Golden Shovel will create quality content within your website for the best SEO results. We ensure the content aligns with your organization's identity, goals, and initiatives to produce the most effective results. Content will be populated to your site prior to the live launch.

WEBSITE LEAD GENERATION & TRACKING

Golden Shovel has developed a strategic partnership with Lead Forensics which generates a real-time online dashboard report that tracks who is visiting, how often, how they found you, and what content they are viewing. Through this report, you will generate leads you didn't know you had and maximize the performance of your website.

MICROSITE UPGRADE

A site used by an existing Economic Gateway client to promote content which they need to isolate such as a target industry or separate entity within the region (usually for promotional or organizational purposes, or when they're obligated to provide some expertise for an underfunded organization within their community). Uses the client's existing design and hides anything in the template that isn't compatible with whatever organization/content the microsite is promoting. Data and information can be shared between the main site and the microsite.

INVESTMENT OVERVIEW

Website Design & Setup

Customized Website Development & Launch	**$18,500** (one-time fee)
GateKeeper Services, Ongoing Training, Hosting, Maintenance, & Technical Support *(Note: Includes an annual Secure Sockets Layer (SSL)*	**$11,350/year**
Total Investment (one-year)	**$29,850**

Optional Recommended Services

Website Copywriting	**$6,500** (one-time fee)
Website Lead Generation & Tracking	**$4,500/year**