

Attachment A

Website Discussion Notes Economic Sustainability Committee Meeting February 1, 2012

Costs

1. Domain Name Registration – e.g. DomainsGoFast.com –
 - a. \$9.45/year for .ORG (usually reserved for 501c(3) non-profit, but not required)
 - b. \$9.95/year for .COM, .NET
 - c. \$10.00/year for .US
 - d. \$10.50/year for .BIZ, .INFO
2. Hosting Costs – e.g. Hosting Metro starts at \$3.95/month for 24 month prepaid (~\$100 every 2 years) on the low end; it goes up from there depending on needs
3. Cost of building a website
 - a. depends on complexity
 - i. static vs. dynamic
 - ii. does it require a database behind it
 - b. freelancers typical hourly rates - \$40-100/hour
 - c. Cost approximation examples
 - i. <http://claritycpr.com/> = \$400 for a static site
 - ii. <http://www.broadmoorfire.org/> = \$800 for a slightly more sophisticated site
 - iii. <http://www.gmfcdfd.org/> is an example of a complex site with a database behind it for dynamic content
 - d. Maintenance and administration options – e.g. maintaining a list of events
 - i. end-users trained to do their own content updates if the site is dynamic
 - ii. static sites require additional ongoing charges for maintenance by the original developer

Process

1. Select a name
 - a. Consensus by the committee is that it should be a “.COM” domain – not .BIZ or .ORG
 - b. Chambers of Commerce typically register .COM even though they are 501c(6) Business Leagues and qualify for .ORG
2. Look & feel ideas should be decided upon in advance
 - a. Menu of links across the top, down the side, basic layout ideas, etc..
3. Logo, photos/pictures
 - a. photos can slideshow without refreshing the page – <http://bluecolumbinephotography.com/> uses Flash for this, but possible without Flash now (Flash is to be avoided nowadays due to the proliferation of Flash-incompatible Internet devices like iPhone, iPad, smart phones, etc)
 - b. Town branding should be consistent, and utilize consistent logos in multiple media (signs, websites, chamber advertisements, etc)

4. The text of the site: content
5. Upcoming events scroll – can be maintained in a separate file
 - a. Look at Telluride, Moab for ideas on this
6. Search Engine Optimization – how to get your site at the top of the results when people search for “Green Mountain Falls” or others
 - a. Meta tags/keywords embedded in the page – need a list of search terms we want associated with the town/business district
 - b. Rank depends in part on how many sites link to you, so any agreement with businesses to link to them should be reciprocal for link-backs to this site. It helps both sites rise in the results.
 - c. Google AdWords can put you at the top, but they cost money to run ad campaigns
7. Don't forget Facebook
 - a. Free for a page about the town
 - b. Social participation of visitors
 - c. Same problem – people have to know about it – link to Facebook from other site, and link to other site from Facebook
 - d. Costs for advertisements also

Other Discussion

Rob McArthur presented the menu links from websites in Woodland Park, Colorado Springs, Manitou, Cripple Creek, and GMF potential: Lodging, Safe & Quiet, Outdoor Recreation, Food & Beverage, Wedding Campus.

Kay Bachus noted that Woodland Park Chamber has a free smartphone app now - <http://itunes.apple.com/us/app/greater-woodland-park-chamber/id491647957?ls=1&mt=8>.

Kay also mentioned www.colorado.com regarding tourism – GMF is not prominent on this site and doesn't have a full profile; Kay is working to get events and more info about GMF on the state tourism sites. Kay is doing this as a volunteer currently.

<http://www.colorado.com/GreenMountainFalls.aspx> .

List of other Websites reviewed/mentioned in this meeting for style and/or substance:

<http://www.greenmountainfalls.com/> - this is owned by a “squatter” who has it for sale – unsure of price

<http://www.greenmountainfalls.org/> - this is owned by Steve Garufi, but has not been updated since 2006-ish The branding is inconsistent with future efforts and could be detrimental to have a “rogue site” that gets high rank in search results. Maybe Steve would sell the domain and we could fold it into the .COM site.

<http://claritycpr.com/>

<http://www.broadmoorfire.org/>

<http://bluecolumbinephotography.com/>

<http://www.visittelluride.com/>

<http://www.telluride.com/>

<http://moabchamber.com/>

<http://www.discovermoab.com/>

<https://www.facebook.com/groups/85404998669/> - our current social group – not business-

focused

<http://www.gmfcpfd.org/>

<http://gmfco.us/>

<http://greenmountainfalls.org/>

<http://www.woodlandparkchamber.com/>

<http://www.colorado.com/GreenMountainFalls.aspx> - actually links back to GreenMountainFalls.org as the official site!

Timeline with outside paid help could be up by beginning of summer 2012.