

ECONOMIC DEVELOPMENT
WEBSITE DESIGN
PROJECT PLANNING GUIDE

GOLDEN SHOVEL AGENCY



HOW MUCH DOES AN ECONOMIC DEVELOPMENT WEBSITE COST?

The answer varies according to the goals of the project and the experience of the marketing company. This document will guide you through the process of planning for an economic development website and choosing the right goals. Once you have the goals and tools identified, you will be prepared to estimate the costs to design and launch an economic development website.

The biggest contributor to the cost is the amount of time involved. A typical economic development website involves several planning and development phases. Each phase requires specific expertise. For example, the first phase involves strategic planning and project management. After all, you are not building “just” a website. You are building the digital gateway to your community. For many people, this will be the first and most important interaction with your community.

Websites can be built cheaply. But, when they are, they typically lack the resources and information site selectors, business leaders, and community members need to make informed decisions.

BUDGET CONSIDERATIONS

Before beginning your website design process, there are many things to consider. We’ve created a general list below that you can go through and check what means the most. Take this list with you when doing your website design research and be sure to ask design firms questions about items on the list (especially those that are most essential).

	Essential	Interested	Don't Know
Content			
Content migration			
Research/data-mining			
Content copywriting			
Search Engine Optimization			
CMS available for client to add content			
Image editing and upload			
Third-party integration and links			
External/supplemented data options			