

Recommendations for the FTZ 147 website

1. It would be beneficial for the site to focus a bit more on FTZ 147 specifically rather than FTZs in general. The 2013 NAFTA Grantee Handbook states, “When you begin developing a marketing plan for your zone, the first step is to identify your FTZ’s unique assets and attributes.” These assets and attributes should be highlighted on the website and a suggestion for how to do that is to create a “Benefits and Advantages” page on the website. This could replace the FAQ section of the website or the two sections could be merged into one page of the website. There needs to be information on the site that answers the question “Why choose/use FTZ 147?”

Example of a benefits and advantages page on San Diego’s Economic Development website:

<http://www.sandiego.gov/economic-development/sandiego/trade/tradezone.shtml>

2. Along with the first suggestion, the website should showcase the opportunities FTZ 147 provides for the counties of Adams, Berks, Dauphin, Cumberland, Franklin, Lancaster, Lebanon, Perry, and York. This would include opportunities for economic development, opportunities to create and retain jobs, and the opportunity for businesses to improve their competitive position, etc. This information could be included in the benefits and advantages section of the website.

Representation of another FTZ’s unique benefits:

<http://www.sfport.com/index.aspx?page=1647>

3. To make the website more aesthetically pleasing, I would suggest it fill the web browser. The look it has now somewhat resembles a blog page which is not the right look for a professional website. It would catch and keep viewer’s attention if it filled the screen and had more content and links for viewers to click on/explore.

An aesthetically pleasing website that also better represents the area it encompasses:

<http://www.portofalaska.com/operations/facilities.html>

4. Right now most of the links on the FTZ 147 website open word documents or direct viewers to another site which is not the best way for customers to view your information. The documents should be typed onto the website instead of navigating away from your website. If something does need to be linked to a document form, it should always be a PDF. The “Zone Documents”, “Zone News” and “Available Properties” tabs are examples of navigating viewers away from your website and the information within these tabs should be included in the website itself to keep viewers’ attention on your website. Having all of this information on your website in one window will look more professional and polished instead of opening several different windows just to see the FTZ 147 website.

This website has a good layout and also includes all of its links in the website itself:

<http://www.orangecountygov.com/content/1160/default.aspx>

5. Another suggestion about the information in the “Zone News” and “Available Properties” tabs is that the information needs to be updated constantly or whenever there is new information to post. Is the current setup of “Available Properties” the best way to display this information? The “Zone News” tab only has 3 press releases right now. If there are any newer press releases they should be added to this list. The logo for the press releases should be modified to only take up the very top of the page and press releases should usually only consist of about one page. I personally think your black logo that is on the website in the top left corner would be better suited for press releases. As I mentioned before these press releases should also be added to the website instead of opening a document or navigating away from your website.
6. My last suggestion is to have a link on the website that takes viewers to your Facebook page and have a link on your Facebook page that takes viewers to your website. This will increase traffic on both websites and help viewers understand more about FTZ 147. Also, the FTZ 147 Facebook page needs to be updated more often with posts, photos, and likes. Facebook is a great way for organizations to stay in touch and interact with other organizations/consumers. However if people don't know about or can't find your Facebook page, it isn't very helpful!

This site is not an FTZ site but it has a great tool you will see on the left hand side that says “Find Us on Facebook.” This kind of tool is a great way to keep viewers updated, display all of your social media in one place, and viewers can like your Facebook page right from your website: <http://www.orangeny.com/>