Kentico

Economic Development Council
of Okaloosa County, Florida

www.florida-edc.org

HOME **OKALOOSA COUNTY** **MILITARY SUPPORT** **EDC ORGANIZATION**

"What you see today is a result of a strong government & business partnerships made possible by Gov. Scott, EDC of Okaloosa, CareerSource Okaloosa Walton, EFI & local officials. We will continue to experience success and growth in Florida."

Robert Sires, CEO, American Elite Molding

Okaloosa Economic Development Council

Bit-Wizards

Site Selection   Organization Info   Talent Attraction

ECONOMIC DEVELOPMENT

The Okaloosa County Economic Development Council had a website that was built by Bit-Wizards years ago on Kentico version 7, and was in need of an upgrade, redesign, and restructure of their website

Background

The Economic Development Council of Okaloosa County is the community's primary organization tasked with improving the area's economy through the attraction and retention of new, diversified employment opportunities and capital investments. The Okaloosa EDC was constituted in 1989 and serves as a nonprofit public/private partnership.

Goals

The Okaloosa County Economic Development Council had a website that was built by Bit-Wizards years ago on Kentico version 7. They needed an upgrade, redesign, and content restructure to:

- More effectively showcase their investors on the homepage of the website
- Benefit from the speed and new functionality of Kentico version 10
- Learn best practices for content management and development
- Provide a more engaging and simplified user experience
- Update the web design to improve EDC membership enrollment and interest in investing in the local area

Challenges

The Okaloosa EDC website was built on an old version of Kentico and contained a great deal of content. This excess content made it difficult for site selectors to easily identify county location information and available properties in the area. Okaloosa EDC also required training on best practices of content structure, development, and overall use of the new version of Kentico.

Solution

The content of the website had to be scaled down dramatically but required client meetings and collaboration to determine the correct content to retain and the appropriate way to structure it. During content assessments, three key audiences were identified, site selectors (individuals looking for property for development purposes), prospective investors, and people seeking employment opportunities. For each audience, a section was added on the homepage to facilitate navigation to relevant content.

With the restructuring of the content of the site, it was essential to the client to give each investor appropriate visibility and exposure on the OEDC site. A JavaScript carousel was implemented on the homepage to display the logos at random and have them auto-scroll every few seconds. Also, a page type is used in the display of sponsors and contains links to their respective websites.

"We have been working with Bit-Wizards since 2012 in multiple IT capacities with the most recent project being our new website. Not only is Bit-Wizards an avid community partner, they are well known on the state and global level and have multiple locations. If an issue ever arises, Bit-Wizards provides fast and prompt service. Not only do they build the platforms, manage your services, etc. they also go out of their way to provide training. Not once have we ever felt like we were asking a novice question! Bit-Wizards continues to rank in the Florida Trend Magazine's Best Companies to Work for. A strong company culture leads to happy employees!"

Nathan Sparks
Executive Director
Okaloosa Economic
Development Council

A Google maps API was added to the [Available Properties page](#) to facilitate familiarization of site selectors with the Okaloosa County area. The main landmarks and roadways are showcased to provide a comprehensive picture of the locations and the value in the area.

Kentico Forms are used for the [Contact Us](#) and [Roundtable Registration](#) pages which facilitate capturing potential investors as well as event tracking.

During the development of the website, Okaloosa EDC finalized their content, so it was essential for the site to be flexible to allow for different content layouts. Bit-Wizards Solution Delivery team stood up a new instance of [Kentico](#) 10. They then built custom widgets to allow for the manipulation of various page layouts across the new site. They coded the user interface of the responsive site using HTML, CSS, and JavaScript. Bit-Wizards also configured Google Analytics appropriately for tracking website analytics.

Bit-Wizards employed best SEO practices to increase quality traffic to the site.

Results

Okaloosa Economic Development Council is pleased with the new design and ease of functionality that comes with the out-of-the-box Kentico CMS. Their primary goal to feature their investors was achieved and they look forward to using Google analytics to get more insight into their website traffic. Future site enhancements include the integration of a job search API to the Talent Attraction section of the site to offer career search capabilities for tech jobs in the Okaloosa County area.

Key Criteria for Choosing Kentico

Kentico was chosen because it is a powerful platform that offers a robust development framework, simplified extensibility, and optimization for the Microsoft Azure cloud platform. Furthermore, it is a tool that empowers end users to easily manage content and other aspects on their website without the need to invest in technical knowledge, allowing them to focus on growing their business.

Bit-Wizards

With a 98% customer satisfaction rating and zero failed projects, Bit-Wizards consistently delivers measurable results and valuable expert insight. Our 41 Gold and Silver ADDY Awards and a 2015 Microsoft East Region Digital Marketing Award highlight an 18-year proven track record of creating mobile and web applications. We specialize in custom integration, development, and digital marketing. Bit-Wizards builds success.

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