



**GateKeeper  
Service**  
ALL-ACCESS PASS TO A TEAM OF  
PROFESSIONAL MARKETERS

# CONTENT OPTIONS

**GOLDEN SHOVEL AGENCY EMPLOYS A TALENTED TEAM OF WRITERS WITH A VAST EXPERTISE IN ECONOMIC DEVELOPMENT. OUR TEAM UNDERSTANDS THE NUANCES OF ECONOMIC DEVELOPMENT, WHAT YOUR ORGANIZATION IS WORKING TO ACCOMPLISH, AND THE NEEDS OF THOSE YOU ARE TRYING TO ATTRACT. THE CONTENT WE CREATE BUILDS A BRIDGE BETWEEN YOUR ASSETS, OFFERINGS, AND WHAT'S IMPORTANT TO YOUR TARGET AUDIENCE. WHETHER OUR TEAM DEVELOPS SUCCESS STORIES FEATURING LOCAL BUSINESSES, WRITES PRESS RELEASES OR WEBSITE CONTENT, EVERYTHING WE CREATE SHOWCASES YOUR COMMUNITY IN THE BEST POSSIBLE LIGHT AND ALLOWS YOU TO TELL YOUR STORY ON YOUR TERMS.**

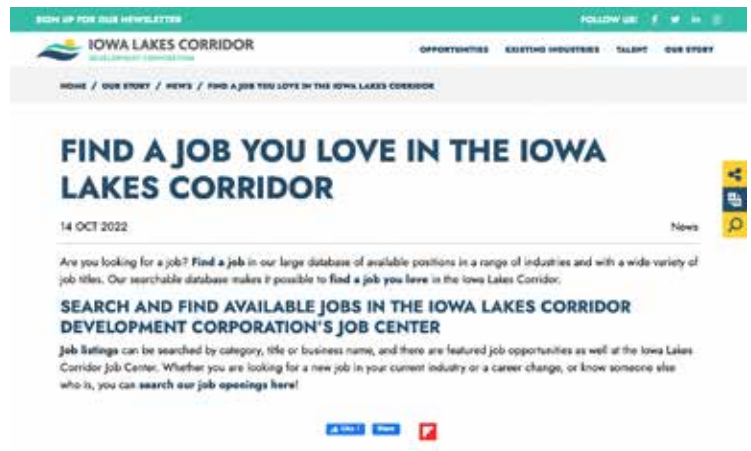
## EXPERT CONTENT

As a leader in economic development, Golden Shovel Agency carefully curates content pertaining to local, regional and national topics of interest, such as workforce development, site selection and economic development trends. **This content is created by industry experts and reputable news outlets**, then shared on our client's websites and social media pages. By association, this positions our clients as experts within their own communities.

## INTRODUCTORY CONTENT

Golden Shovel Agency creates introductory content for clients upon launching their new economic development website. **This content is designed to showcase the site's tools and features, making the organization a reliable destination for data, information on sites and buildings, and resources.** Introductory content can also be used to feature the community's greatest assets and the quality of life that make it an incredible place to live.

This content is 100+ words in length, published weekly and has corresponding social media posts. The frequency of the content helps to drive traffic to the new website. We recommend three months of introductory content upon site launch.





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## CUSTOM CONTENT

Golden Shovel Agency employs writers who are experts in economic development, quality-of-life initiatives, and storytelling. **Our team creates content that is customized to the needs of our clients while ensuring that each content piece is unique to that community.**

In January, our writers meet with each client to create a custom content strategy based on a community's unique assets and target audience. We recommend articles that will tell your story in a powerful way while bridging the gap between your community's assets and the needs of your target audience.



### This custom content can include:

- **Storytelling** based on interviews with community members and businesses
- **News articles** that present the community and local news in the best light
- **Press releases** to share important announcements
- **Robust social media content** to promote events or programs
- **Quarterly whitepapers** that take a deeper dive into community assets, programs and why the target audience should choose to invest or relocate to the community



## SEO CONTENT

**Search Engine Optimization (SEO) Content is content that helps your website rank higher in the search engines when someone conducts an organic search.** SEO content is different from traditional content in that the structure of the content, how keywords are used and where they are placed, is prioritized over the traditional flow of content. Golden Shovel Agency's writing team has expertise in structuring the content correctly while ensuring it is still relevant for economic development.

We offer several levels of SEO content, based on client needs and budgets. If completed within the traditional GateKeeper service, SEO content is created based on the keywords provided by the client and published on a similar schedule as the Introductory Content. Clients who wish to engage our services for a more robust approach to SEO will receive additional keyword research, keyword optimization across the site, and additional content creation and promotion.

## WEBSITE CONTENT

Golden Shovel Agency creates custom content for economic development, talent attraction and tourism websites. Our team of writers has economic development expertise. Because we understand the industry, its unique approach and how to position communities and the organizations who support them, clients do not spend time "educating" our team on what economic development is, or how they wish to communicate. This saves countless hours when compared to working with a non-economic development marketing firm.

Clients typically engage our website writing services when having their economic development website built by Golden Shovel. Over time, additional pages may be created that require website content. **Within the GateKeeper service, writers can complete limited website content to ensure that new pages are clearly conveying the necessary information.** Clients who wish to have their website rewritten during the redesign process, or every couple of years, can engage our services to receive a content strategy session and full website content development.

