

Prepared for
The Good Life Region 5

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Quarterly Analytics Report
Q3 2017

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Economic Gateway Developments for your Website

Golden Shovel Agency's third quarter was busy and exciting! Our team has been working hard to stay on top of the most current economic development strategies and trends. As usual every quarter, we strive to bring you cutting edge updates and new tools for your website. We have again focused on many different areas and would like to introduce them to you. All of these developments and upgrades are available to you at no extra charge, if you are interested in adding any of them to your website, please get in touch with us and let us know. This quarter's list of notable developments includes:

Community Snapshot Responsive Template

This template offers a purely visual presentation of key stats. Unlike the traditional Report template (which presents full data in an extractable format), the Snapshot is intended to give the user the most commonly referenced datapoints in an easy-to-remember factoid. Content areas above and below the infographic interface give space to contextualize the factoids and present a custom picture of the community.

Blog Responsive Template

This news module template is a good fit for those who want a more informal blog-style news feed. The template takes the user directly to the newest article (rather than a landing page where they pick from all available articles). The navigation focuses on impulse selection on the part of the user, with previous/next buttons (including a hover tip showing the name of the previous/next article to generate more interest) and visual-based sections promoting recent and recommended articles below the initial article.

Resource Video Library Expansion

The recently-released video library template has been expanded to have the option of defaulting users to a grid view where the entire library of videos is displayed for the user to make a selection.

Resource Manager Responsive Template

The Resource Manager template is a robust solution which can display results as a grid or a list, and which offers a category view (also displayed as either a grid or list). Categories can be custom color coded or have images associated with them in the category grid view (your GateKeeper rep will need to work with you to customize this). As with the traditional resource library template, this template offers search and sorting functionalities, as well as supporting category pre-filtering and prefiltering by any one of the five resource types. Although sorting by date with the most recent postings shown first remains the default setting, this template also incorporates the popular request to be able to sort resources by name.

This template has a strong visual/iconic aspect to the design, but the category-based customizability and use of illustrative resource type icons (showing whether the resource is a document, link, video, photo, or audio file) means that even sites which don't have unique logos for their resource listings can offer users a visual-rich interface.

Please note that responsive templates are only compatible with responsive site designs. If you are unsure if your site uses a responsive design or are interested in upgrading, please contact your GateKeeper representative.



Conferences

Our executive team was busy traveling to attend interesting events to stay on top of the best practices and new trends in the economic development industry. Some of these include:

- [Southern Economic Development Council](#) (SEDC) Annual Conference - Charlotte, NC
 - [International Economic Development Council](#) (IEDC) Annual Conference - Toronto, CAN.
 - [Kentucky Association for Economic Development](#) (KAED) Best Practices Summit - Shelbyville, KY
 - [Professional Developers of Iowa](#) (PDI) Fall Conference - Cedar Rapids, IA.
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Last quarter we hosted some great webinars including the following:

- **Business Retention & Expansion, The Foundation to All Economic Development Work** - Presented by **Joe Raso, President of [Blane, Canada Ltd](#)**. In a 21-year career serving as the chief executive of a Main Street program, rural county economic development organization, and two metropolitan economic development organizations and chambers of commerce, Joe Raso used his Business Retention & Expansion program as the foundation for all his work. In that time, he discovered the four essential challenges all economic development staff and organizations face in their work. In this session Raso explained each of these challenges and offered solutions you can implement immediately.
- **Attracting Business Using Video** - Presented by **Brian Aiken, Founder of [Neon Cloud Productions](#)**. This was a session where Brian talked about why it's not just about having the content but when video artistry is designed by an expert, working alongside a team of passionate individuals who see creativity as a means to production, storytelling can be exciting, compelling and innovative and it will guide your intended audience through the sales process and call them to action.
- **Immersion Video for Economic Development** - Presented by **Aaron Brossoit, CEO of [Golden Shovel Agency](#)**. How do you capture the imagination and attention of a site developer sitting at their mahogany desk, sifting through a mile-high stack of proposals? Elite communities have discovered the answer – virtual reality. Prior to the unveiling of PlaceVR at IEDC, we presented this webinar to talk about how Golden Shovel will showcase current communities who are using virtual technology immersion videos and how your community can benefit from a 360 VR Tour.

If you couldn't attend any of the above listed, please contact us to request a copy of the slides and access to the recording.

Save you seat for our upcoming [Free Expert Webinars!](#)



PlaceVR: 360 VR Immersion Video

At the [IEDC](#) 2017 Annual Conference in Toronto, Canada, Golden Shovel Agency unveiled the newest innovation in business and workforce attraction for economic developers: 360 Virtual Reality Immersion Videos.



In front of an intrigued group of economic development professionals, **Aaron Brossoit, CEO of Golden Shovel Agency**, unveiled the [PlaceVR](#) immersive video technology. Viewed through a headset, or on a computer or through a smartphone these videos allow people to experience communities. And, in the competitive world of economic development, this technology brings the community to site selectors and business owners--eliminating the time and space barrier. Why worry about site visits when you can bring your community directly to the site selection committee?

By creating new ways to communicate and share experiences, virtual reality is allowing consumers to connect with brands, buyers to view real estate and tourists to visit new attractions, without actually being there. It is so effective that Volvo is using virtual reality which allows people to test drive their vehicles in a fully immersive virtual world.






Are you ready to be an elite economic developer? Join our upcoming webinar to learn how 360 VR technology is being used by economic developers as a business and workforce attraction tool.

[Register here!](#)

It has been a busy quarter for Golden Shovel and that is a great thing for the company, but we are now looking forward to an exciting fourth quarter, and are highly committed to continue providing the tools and solutions that will help our customers to grow and accomplish their goals. Have a great Fall season with plenty of success!

The Golden Shovel Team.

Metrics

	<ul style="list-style-type: none"> ○ # Total Visitors : 762 ○ # of New visitors : 465 ○ # Returning visitors: 297 		<ul style="list-style-type: none"> ○ # of Followers: - ○ # of Tweets sent: 7
	<p>Rank by Keywords</p> <ul style="list-style-type: none"> ○ The Good Life Region 5 # 1 of 15,700,000 competing pages ○ Region five good life: # 1 of 21,400,000 competing pages 		<ul style="list-style-type: none"> ○ # of Likes: 147 ○ # of Wall posts: 7
			<ul style="list-style-type: none"> ○ # of Followers: 2 ○ # of Updates published: 6



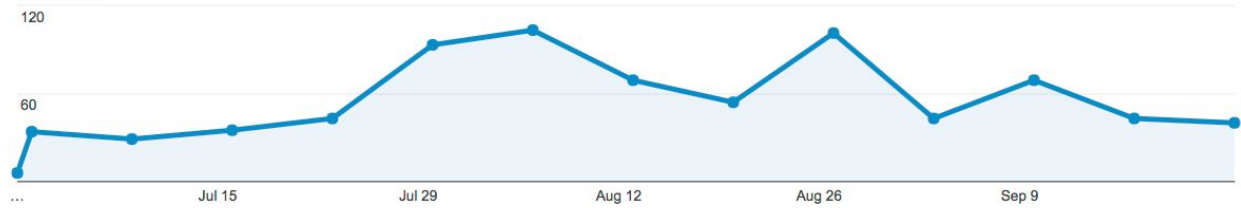
Audience Overview

All Users
100.00% Sessions

Jul 1, 2017 - Sep 30, 2017

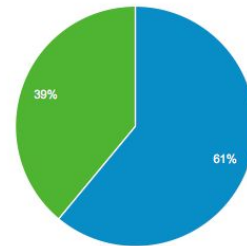
Overview

Sessions



Sessions 762	Users 489	Pageviews 2,376
Pages / Session 3.12	Avg. Session Duration 00:03:06	Bounce Rate 53.02%
% New Sessions 61.02%		

■ New Visitor ■ Returning Visitor



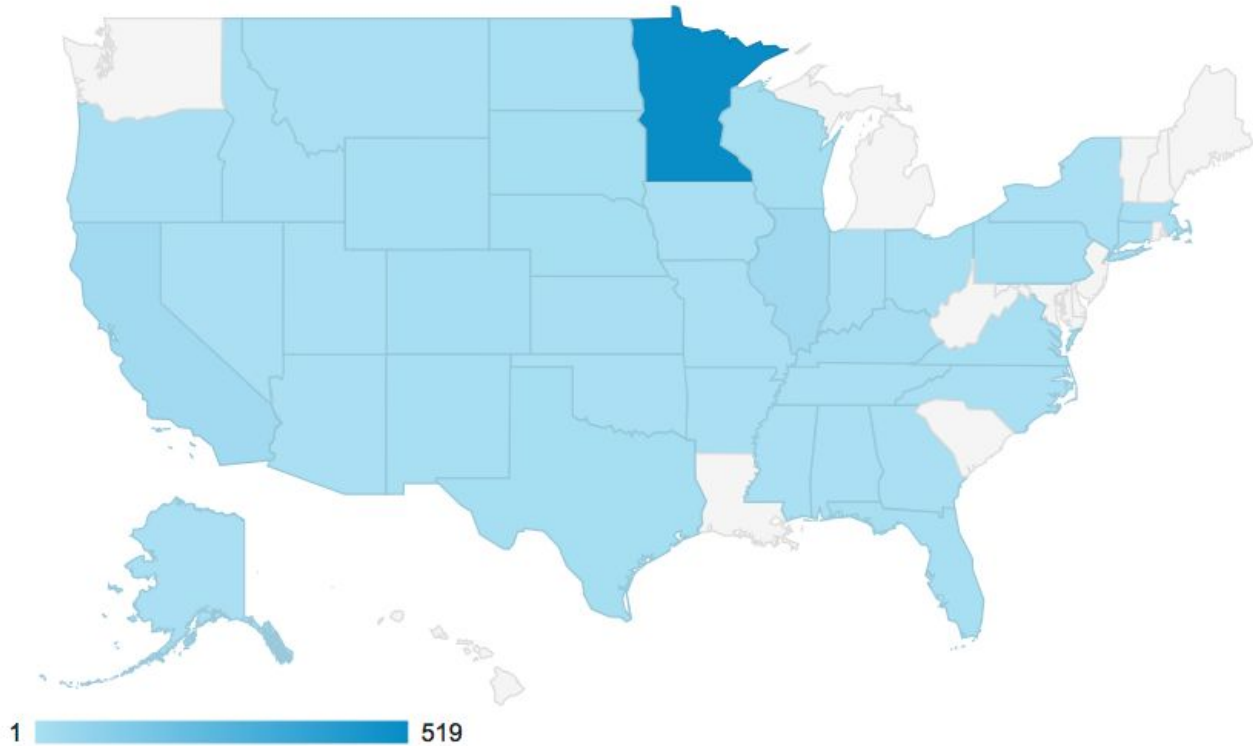
Country	Sessions	% Sessions
1. United States	695	91.21%
2. Canada	44	5.77%
3. Mexico	6	0.79%
4. Russia	3	0.39%
5. India	2	0.26%
6. Philippines	2	0.26%
7. Pakistan	2	0.26%
8. Vietnam	2	0.26%
9. Brazil	1	0.13%
10. Colombia	1	0.13%



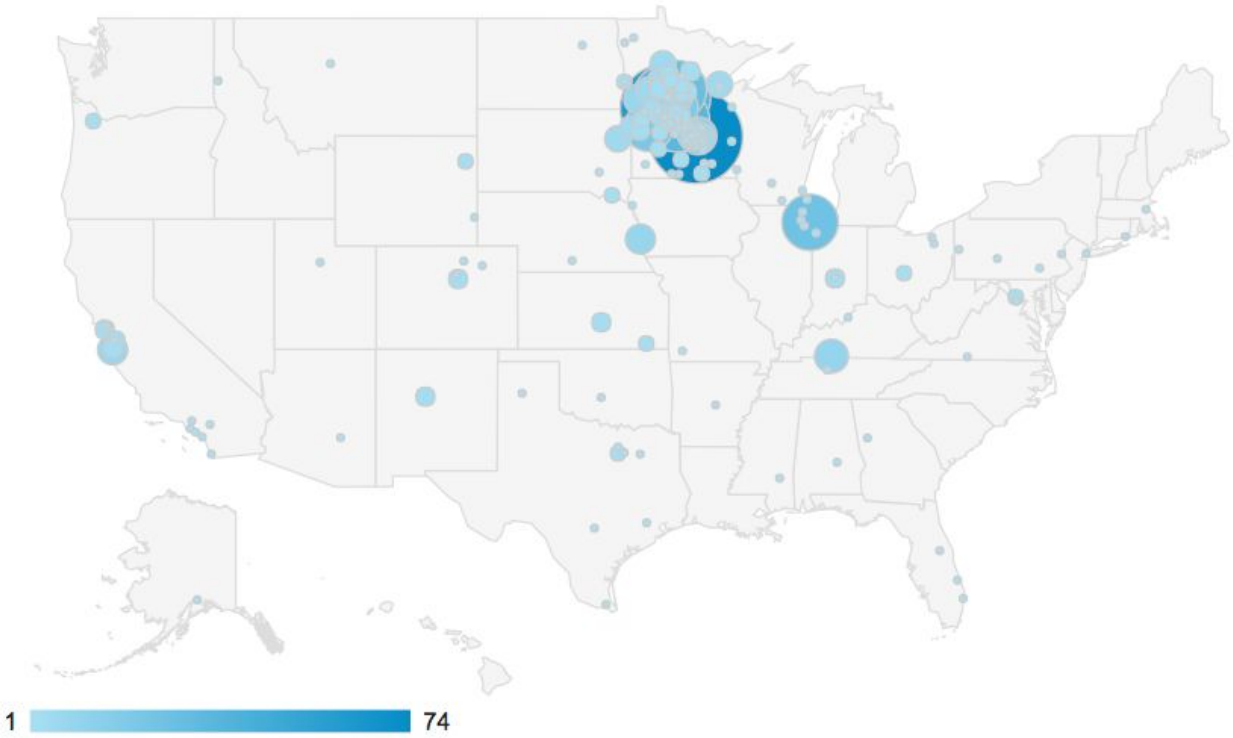
Top Pages

Page Title	Pageviews	% Pageviews
1. The Good Life	547	23.02%
2. The Good Life Regional Success Stories	148	6.23%
3. The Good Life - Imap	135	5.68%
4. The Good Life Leading Employers	98	4.12%
5. The Good Life Resources	82	3.45%
6. The Good Life Staff	78	3.28%
7. The Good Life - Local Foods - Why Co Ops	53	2.23%
8. Todd County, MN	52	2.19%
9. Long Prairie, MN	50	2.10%
10. The Good Life Employment Resources	50	2.10%

Top States & Cities



Region	Sessions	Sessions
	689 % of Total: 90.42% (762)	689 % of Total: 90.42% (762)
1. Minnesota	519	75.33%
2. Illinois	36	5.22%
3. California	26	3.77%
4. Kentucky	11	1.60%
5. Nebraska	10	1.45%
6. South Dakota	9	1.31%
7. Texas	9	1.31%
8. Wisconsin	9	1.31%
9. Colorado	6	0.87%
10. Indiana	5	0.73%



City	Sessions	Sessions
	677 % of Total: 88.85% (762)	677 % of Total: 88.85% (762)
1. Minneapolis	74	10.93%
2. Long Prairie	61	9.01%
3. Brainerd	39	5.76%
4. Saint Cloud	36	5.32%
5. Staples	34	5.02%
6. Breezy Point	29	4.28%
7. Chicago	26	3.84%
8. Benson	21	3.10%
9. Little Falls	20	2.95%
10. Roseville	12	1.77%

