

**Philip Baker: 5/21/08**  
**Golden website assessment**

I have not gone through every link on every site and am not privy to the click-through and viewing times/page metrics for each site so my opinions represent a cursory overview.

---

**Sites review:**

[www.ci.golden.co.us](http://www.ci.golden.co.us): Lots of good information but it tries to be everything for everyone. Seems best suited for internal audiences (non-tourist) who know what they're looking for. Look and feel of GUI is good, if a bit busy.

[www.cityofgolden.net](http://www.cityofgolden.net): No difference from [www.ci.golden.co.us](http://www.ci.golden.co.us)

[www.onlinegolden.com](http://www.onlinegolden.com): Purpose and audience is not clear. Execution is not at a professional level.

[www.2hourvacation.com](http://www.2hourvacation.com): Decent overview of businesses. Oddly chosen and unattractive industrial look that does not tie in the "Golden" look and feel. What is the success metrics for this campaign? Seems extraneous.

[www.gura.com](http://www.gura.com): Appropriately limited in scope w/ clean look and feel. Well executed.

[www.cityofgolden.biz](http://www.cityofgolden.biz): Useful site with limited purpose. Should be a subset of the primary business site.

[www.goldenochamber.org](http://www.goldenochamber.org): A must-have site to serve as the go-to 1) business and 2) tourist audience. Poorly executed. Ads should never be in such a prominent space.

[www.denverchamber.org](http://www.denverchamber.org) is an example of a decent chamber site.

[www.goldencolorado.com](http://www.goldencolorado.com): aggregator site (glorified cyber-squatter)  
Owned by Oakwood Services Inc. Dallas TX.  
Expires 1/17/09

[www.wikipedia.com](http://www.wikipedia.com) (search on "Golden Colorado"): Wiki entries are becoming a go-to page that are/may be displacing traditional web sites.

**Recommendations:**

There are too many sites (eight plus one!) and most sites do not seem to have a clear objective or understanding of their target audience. I suspect that a significant amount of time and money could be saved by the city if a consolidation and clean-up effort were pursued.

**Specific actions:**

Settle on three (plus one) key sites that each target a specific target audience and that share a common look and feel:

- [www.cityofgolden.net](http://www.cityofgolden.net): Target audience: Golden residents. Reduce content and punch up the pulldowns and categories. Clean up and fine tune.
- [www.goldenchamber.org](http://www.goldenchamber.org): Target audience: Primarily external and somewhat internal business. Revamp completely.
- [www.goldencolorado.com](http://www.goldencolorado.com): Target audience: Visitors/tourists. Purchase this domain and use it as the go-to site for tourist information.

These sites need to share a common look and feel and need to prominently link to one another. It is also recommended that a single entity maintain control over all sites to ensure this continuity. Cross-departmental/agency budgets should be used to ensure adequate funding.

- [www.wikipedia.com](http://www.wikipedia.com): Allocate adequate resources to keep this up-to-date and engaging.

Eliminate:

- [www.ci.golden.co.us](http://www.ci.golden.co.us): Awkward url which is redundant with [www.cityofgolden.net](http://www.cityofgolden.net)
- [www.onlinegolden.com](http://www.onlinegolden.com): Good sentiment behind this site but this should be served by [www.goldencolorado.com](http://www.goldencolorado.com)
- [www.2hourvacation.com](http://www.2hourvacation.com): Ditto assessment for [www.onlinegolden.com](http://www.onlinegolden.com)
- [www.cityofgolden.biz](http://www.cityofgolden.biz): Integrate this site's purpose into the Chamber's site.
- [www.gura.com](http://www.gura.com): May be justifiable to keep separate but link from other sites. Otherwise, integrate content into the Chamber site.