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## GADC Relaunches Data-Rich Website for Site Selectors, Business and Greenville Community

*First major refresh in 6 years deploys leading-edge technologies, enhanced navigation, expanded use of video to improve user experience*

**GREENVILLE, SC – October 17, 2018** - The Greenville Area Development Corporation (GADC), the non-profit organization established by Greenville County Council to promote and enhance the economic development of Greenville County, has re-launched its primary website (<http://www.gogadc.com> or <http://www.greenvilleeconomicdevelopment.com/>), embracing leading-edge technologies and improving navigation to make the information-rich site even easier and more intuitive for users.



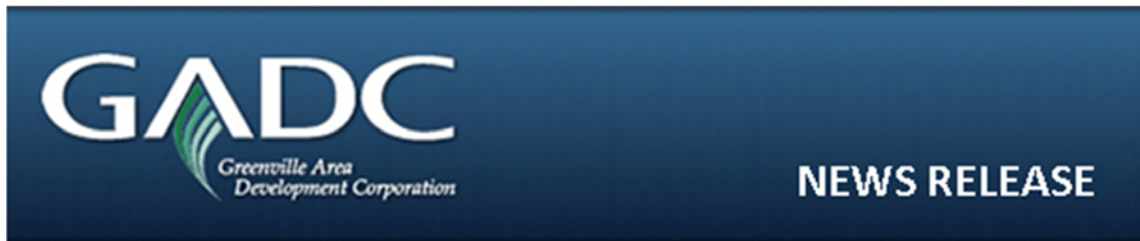
The relaunch is part of the GADC’s strategic investment in an expanded online presence to provide site selectors, both consultants and businesses across the nation and internationally, with essential information and tools to further the region’s economic growth and prosperity, while also serving as a resource to media, the business community and other information seekers.

Redesigned with assistance from the web team at Redhype, a Greenville-based marketing firm, the new site features a host of changes, additions and improvements, including an expanded **Sites and Buildings** section allowing visitors to review and search available locations throughout the county, download maps and flyers, and even view topographic detail on locations. A robust **Resources** section is full of essential data for site selectors, including demographics, workforce data, wage and salary information, accessibility and cost of living data, and even mapping tools.

“This relaunch represents our first major undertaking in several years, and aims to provide both domestic and international audiences with the information and resources they need to fully consider our area for relocation or expansion,” said Kevin Landmesser, GADC senior vice president who directed the relaunch initiative. “With the help of this new improved presence, we can provide a wealth of information about business climate, available locations, market conditions, workforce and quality of life criteria to user organizations which might consider Greenville County for their new or expanded home.”



An expanded **Business Climate** section provides essential data on market conditions, existing business and industry, workforce tools and training, taxes and incentives, and financing. **Target Industries** details



industry segments of focus for the economic development community, and a rich **Quality of Life** section provides additional critical information for site visitors. The site also includes details on the GADC organization itself, its leadership, staff and Investors.

Visitors can also view videos about the community, connect with other economic development entities, and sign up to follow the GADC and its efforts via social media, Landmesser added.



“Our goal is to be an informative, data-rich site that is easy and intuitive to navigate, while providing a fresh, contemporary new presentation of our community’s brand in the marketplace,” said Landmesser. “We receive thousands of visitors each month, both domestic and international, and want to ensure that they find the information they need quickly, easily and presented in an engaging and informative fashion that puts our best foot forward.”

The site is dynamic and a tool that Landmesser fully envisions will continue to grow, deepen and evolve over time. Aspects of the site relaunch were driven by analysis of best-of-breed domestic and international competitor sites, along with reviewing top site characteristics demanded by today’s business power users.

With a significant portion of the GADC site traffic also coming from job seekers, earlier this year the GADC launched a new website ([www.jobsingreenillesc.com](http://www.jobsingreenillesc.com)) designed to quickly and efficiently connect talented job seekers with the scores of companies the economic development organization has assisted in expanding in or relocating to Greenville County.

That site was created after studying the analytics on the GADC’s primary website and determining that a large number of site visitors were seeking job related information. While [www.jobsingreenillesc.com](http://www.jobsingreenillesc.com) is not intended to aggregate and post actual jobs themselves, it serves as a convenient clearinghouse referring site visitors directly to needy companies’ career pages and portals where visitors can access all of the specific positions available.

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The Greenville Area Development Corporation is a non-profit organization established by Greenville County Council to promote and enhance the economic growth and development of Greenville County. Since its founding in 2001, GADC efforts have resulted in the creation of more than 23,000 new jobs and over \$4 billion in capital investment in Greenville County, SC. To learn more, visit [www.goGADC.com](http://www.goGADC.com) or call (864) 235-2008.