

Website launch long in the making

The Main Line Chamber of Commerce has launched its new website. I can't emphasize enough the importance of having a strong web presence that is an accurate portrayal of our modern and growing organization. Our former website, which may have been the bomb in its time, has grown weaker and more dated with every month.

The website redesign has been a goal of The Chamber since before my arrival more than two years ago. It took time to make sure we had the right resources and the right team to produce a site that would better serve our members and the business community at large.

Here are some advantages of the new site, some of which will be more outwardly apparent than others:

- The site does a better job of highlighting the programs that members are most engaged with, while continuing to provide an organized listing of all our events that is more easily visible in a cleaner format.
- It synchs with our database program so the Membership Directory is an up-to-the-minute reflection of the companies in our Chamber. Members also will have more control over their online account and are able to purchase upgraded listings with logos and live links to their own site at the reasonable cost of \$50 a year.
- While we have long featured member news on our site, it's now more prominent and easily found with a listing on the home page of the site. Only member companies are featured here.
- Since many companies join the Chamber in part for marketing purposes, it's noteworthy that the new site contains sharper and more prominent advertising positions in a clean, modular design that makes sense.
- We've added a restaurant listing to help business people find their way to our member restaurants for lunch and dinner. This idea of encouraging members to do business with each other is important and will continue to be part of the site in a bigger way.
- And here's a big one. Staff can make changes on this website more easily, making our content more dynamic and allowing us to communicate with our members in new ways. It will be a more valuable source of information about business, our members and their Chamber.

What doesn't change is the fact the website presents a one-stop shop for individuals who are engaged with our organization. You'll still find information about our events prominently featured on the home page, with the ability to click to a clean list of all events on the horizon.

There are a few people I'd like to thank as we embark on this launch. Among Chamber staff, Kristin Di Lullo and Ashley Rutter did a great job learning to use the new site, preparing content and getting it to display correctly. Other staff members have stepped up as well for training that was essential to a seamless transition. Ed Rose of eRose Web Design was a great liaison representing us in our dealings with a web design firm that specializes in chambers of commerce. And Chamber board member Kim Landry of Hollister Creative kindly donated staff time to design elements of the site, allowing our staff to concentrate on other areas.

Please look around and discover what www.mlcc.org has to offer. I think you'll like what you see. Questions and comments can be directed to me at bdagenais@mlcc.org.