

CLIENT:

Marietta Area Chamber of Commerce

Web Site Development and Implementation



“The Chamber Web site has greatly enhanced our ability to serve the business community. Information is readily accessible for both Chamber staff to use in responding to inquiries as well as to our Web visitors. Marketing the Chamber and the Mid-Ohio Valley is much more effective via the Web site.”

— Charlotte Keim, President, Marietta Area Chamber of Commerce



Home Page
The Marietta Area Chamber of Commerce Web site will offer a non-dues revenue stream to the Chamber for years to come.

PROJECT SUMMARY:

The Marietta Area Chamber of Commerce is an advocate for business and economic development throughout Washington County (Ohio) and Wood County (West Virginia). To support member services and other regional initiatives, the Chamber asked Offenberger & White, Inc. to develop a revenue-producing Web site that enhances non-dues income to the Chamber through member underwriting, and offers the Chamber staff an easy method of content management.

As a result, the Chamber staff can add and update content anytime, without special training or software, thereby improving the Chamber's value to members as the area's most highly concentrated and accurate source of information.

- In addition to the underwriter banner revenue program managed by the Chamber staff, the site features include:
- A searchable membership directory with keyword functions
- Online membership directory synchronized with in-house software
- Multiple relational databases for news, events, calendar, commercial property and other functions
- Dynamic content keeps the home page fresh and accurate
- Central library for photos, documents, forms, maps and other Chamber materials

SERVICES:

- Project management, planning and development
- Information mapping, site architecture, database design
- Content development, arrangement, editing
- Site build-out, beta testing, bug reports and launch
- Ed.it™ content management system with secure access
- Activity reports and metrics
- Site hosting and setup



Membership Directory



Enhanced Member Listing



Real Estate Directory



Online Registration Form



Relocation Guide



Site Mapping and Expanded Navigation available through OffWhite's Ed.it™ software



WWW
offwhitesalter.com