

Annual Marketing Budget: Small Community CVB budget (\$19,999 and under)

Submission Category: Digital and Online Media

Organization: Council Grove Area Trade & Tourism Association

Contributors to the Project: Council Grove Area Trade & Tourism Association staff

Was it handled internally or externally: Internally

Integrated Components or Type: Website

Project Description: In 2023, we embarked on creating a new online home for all things Council Grove. Our objectives were to fill the site with interesting information, stunning photography, killer SEO, and so much more!

Project Results/Entry Analytics:

Web Link: <https://www.councilgrove.com>

Summary: The all-mew CouncilGrove.com has everything you need to "Fall in love with Council Grove like a local."

Key Performance Indicators: In 2024, our site has welcomed more than 24,000 visitors from all 50 states and beyond, with our visitors spending an average of 5 minutes and 36 seconds on the site.

Comments: Thank you for your consideration!

Additional: