

## **ICDD WEB COMMUNICATIONS 2018-2019**

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The ICDD website ([www.icdd.com](http://www.icdd.com)) has been completely redesigned over the last 18 months. At the 2018 Spring Meetings, we unveiled a beta version for ICDD members to test and provide input. After a few more months of design, the website was officially launched in June 2018. The new design, heavily focused on PDF Products, provides intuitive navigation; a PDF database search to help customers decide which product(s) to purchase; visually-pleasing product pages; and thorough documentation of our award winners, just to name a few of the major highlights.

The value of a newly-designed website is lost unless we are attracting visitors to it. And so, we focused our efforts in driving traffic to our website through various channels. We continue to use the marketing software, MailChimp, to communicate with our customers. Each targeted email contains multiple links to our webpages for further information, along with many other tracking benefits. Social media postings are scheduled regularly where we strive to offer truly valuable information that our customers will find helpful and interesting, again with links back to our website. A new outlet was investigated recently, GoogleAds. Through the use of 'keywords,' we are learning how to place ICDD in front of customers who search on those identified 'keywords,' appearing very early in the search results.