

2013 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- 1. AAPA Awareness Initiative Messaging
2. Advertisements - Single
3. Advertisements - Series
4. Annual Reports
5. Audio-Only Presentations
6. Directories/Handbooks
7. Miscellaneous
8. Overall Campaign
9. Periodicals
10. Promotional/Advocacy Material
11. Social/Web-Based Media
12. Special Events
13. Videos
14. Visual-Only Presentations
15. Websites

CATEGORY 1 CATEGORY 2

Entry Title: www.portofcorpuschristi.com
Port Name: Port Corpus Christi
Port Address: 222 Power Street, Corpus Christi, Texas 78401
Contact Name/Title: Patricia Cardenas, Director of Communications
Telephone: 361-885-6124 Email Address: patricia@pocca.com

Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name PORT CORPUS CHRISTI

Being as precise as possible, attach a separate entry statement, in English, that includes a descriptive summary of your entry and lists answers to each of the following four key questions:

- 1. What are/were the specific communications challenges or opportunities?
2. What were your communications planning and programming components?
3. What actions were taken and what communication outputs were used?
4. What were your your evaluation methods and communications outcomes?

2013 Communications Awards Program

<http://portofcorpuschristi.com>

Port Corpus Christi

Websites

Category 1



1. What are/were the specific communications challenges or opportunities?

The Port Corpus Christi homepage was not necessarily outdated; it was however, not dynamic, and not ranking among search results, or receiving sufficient traffic to help support the marketing goals of Port Corpus Christi. Port Corpus Christi's homepage was ranking near 14.5 millionth in the world, according to Alexa.com.

A dynamic website is an essential tool in successful new media marketing. Our goal is to take a slow performing, essentially static web page, and turn it into a producer; utilizing new media marketing techniques. We are looking for a greater web presence by increasing visits to our homepage, and increasing relevancy amongst search engines.

Port Corpus Christi is truly an international ambassador for South Texas. In modern business, first impressions are often made on the web. We want our website to have the relevancy that gives us opportunity to make that first impression, and gives those we are already acquainted with reason to come back.

2. What were your communications planning and programming components?

The need for an engaging dynamic website was realized, and the Port Corpus Christi Communications Department team met the challenge head on. We need our website to work for us. Port Corpus Christi is experiencing tremendous growth, and we need a place to showcase all of the exciting projects taking place around us.

The Port Corpus Christi homepage is now an excellent source of original content and links to numerous news reports highlighting all of the action that makes Port Corpus Christi, The Port of the Lone Star State. Original featured content is highlighted in the section, broadcasts/SEACASTS, titled in-house by the creative minds of the Port's Communications Department. Other new featured homepage sections include news Happenings, the Port's most recent press releases; and come SEA US!, highlights and links to upcoming events Port Corpus Christi participates in. Interactivity has greatly increased with the addition of a functional Google map, QR code link to the Port's new iOS App, community calendar, links to our new Sea Directory, and Pocca's (Port Corpus Christi's pelican mascot) Kids coloring activities. Dynamic, engaging, functionality is achieved through the addition of all of these, and are a direct deliberate response to the SEO (Search Engine Optimization) needs identified by the Port Corpus Christi Communications department.

SEO techniques are now effectively utilized. The frequent publishing of original content helps to attract new users, and gives them reason to return. Also, frequent original content is composed with search specific terms, providing reason for search engines to crawl PortofCorpusChristi.com for updates. The links within the content, and direct homepage links to Port Corpus Christi affiliates are tracked by search engines and encourage link sharing between other sites. The interactivity encourages longer stays on portofcorpuschristi.com.

3. What actions were taken and what communication outputs were used?

The elements used to achieve the dynamic design of the new PortofCorpusChristi.com were conceived in-house by Port Corpus Christi Communications Department staff in spring 2012. Through collaboration with the IT department, Toadfly Technologies was selected for the web update. Toadfly created the previous version of the Port Corpus Christi website, and was well suited to help launch the updated PortofCorpusChristi.com. For approximately \$9,000, Toadfly created the template for the current website which launched May 2012. The Port Corpus Christi Communications Department manages this ever-evolving new media communications tool, maintaining its content and relevancy. The Port's Information Technology Department is also critical in support of this mission.

4. What were your evaluation methods and communications outcomes?

Since the launch of the newly designed PortofCorpusChristi.com, the website has achieved an approximately 50% increase with rankings near the 7 million mark. This marked improvement is only the beginning, and is a direct result of the implementation of dynamic web design. Also notable are the increased web mentions, visible through frequent Google alerts; and first page placement on results pages for relevant searches. SEO is working for the Port's website. Also, we continually receive positive response via word of mouth. These are not necessarily quantifiable measures, but do signify the growing popularity and continued advancement of PortofCorpusChristi.com.