

## Haralson County's Development Authority Pro-Actively Recruiting Global Industry & Jobs

*Source: Spectrum 24 Media*

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*The Development Authority's new website is part of a comprehensive business development plan that specifically targets the recruitment of new industry and jobs for the future of Haralson County, located 45 minutes west of Atlanta, GA.*

As the nation's economy slowly recovers, the Haralson County Development Authority is pro-actively modernizing its marketing efforts in order to attract new industry. The Development Authority's new website is part of a comprehensive business development plan that specifically targets the recruitment of new industry and jobs for the future of Haralson County, located 45 minutes west of Atlanta, GA.

With an emphasis placed upon attracting new industry and fostering strong relationships between existing commerce and local government, Haralson County is truly where location builds industry. Dynamic industry leaders, such as Honda Precision Parts of Georgia and SynchroNet, currently support significant operations and employment in Haralson County, and, with a better understanding of the county's prime location in the southeastern United States, it's easy to see why.

The Development Authority's new website, [www.haralsoncounty.org](http://www.haralsoncounty.org), is unique in that it has been specifically developed to meet the needs of corporate site selectors from around the world. Site selectors are tasked with researching timely information and statistics for future expansion or relocation opportunities for their respective corporation or industry. The Haralson County Development Authority's new website leverages a unique feature, called a "Sites and Buildings Module," that works seamlessly with the website's informational directory and content management system (CMS). The Sites and Buildings Module software, along with the website, was developed by Spectrum 24 Media of Atlanta, GA, a marketing and web design firm that specializes in custom programming and software options that transform websites into legitimate business development generators.

Haralson County's Sites and Buildings Module provides a unique perspective of building sites and vacant facilities that are currently available for development or expansion to new industries. The module prevents the time-consuming linking process to other mapping websites, such as Google or MapQuest. The user now has the option of selecting road maps, topographical maps, and satellite views of the available sites, without ever having to navigate away from the Haralson County Development Authority website, making it very unique and convenient for site selectors that value efficiency in their searches.

The site's Content Management System (CMS) is a powerful business development tool for the staff of the Development Authority because it provides simple changes to be made to content or images throughout the website. "Up to date information is essential for site selectors and we now don't have to wait for a third party to make simple updates to our website, which really makes a difference in presenting updated information to prospective site selectors and new industry," says Tara Chapman, Executive Director of the Haralson County Development Authority, located in Waco, GA.

For more information regarding the new website or for general questions regarding commerce and development opportunities in Haralson County, please visit their website, [www.haralsoncounty.org](http://www.haralsoncounty.org), or call 770.537.5266.

Category Industrial, Government, Manufacturing

Tags economic development, industry, commerce, jobs, Real Estate, site selector, logistics, Business, web

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