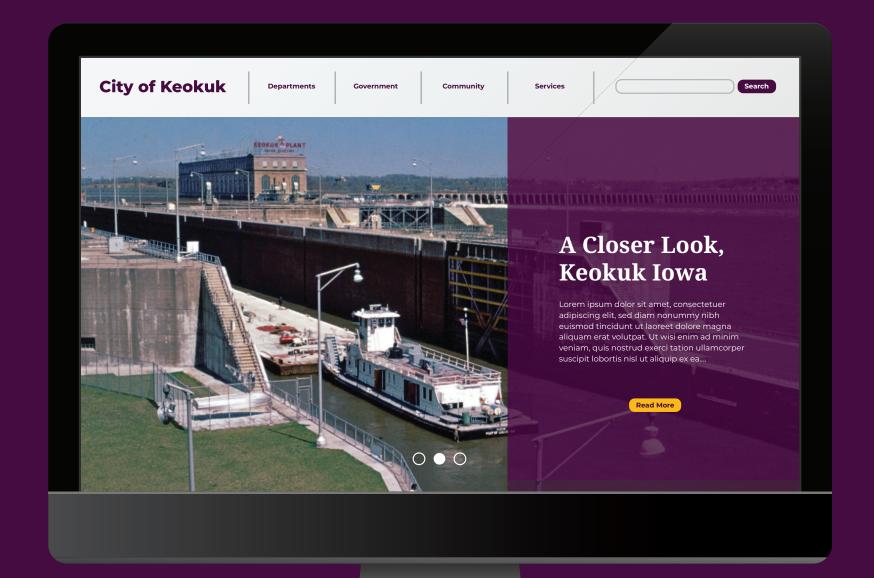
Digital: Our Goal

- Visualize what the new brand could look like on the web
- Simplify and streamline the website for ease of use
- Unify the look of Keokuk across all social media

Website

- Simplify and localize navigation
- Prominent display of community events
- Quick access to Keokuk partner's sites



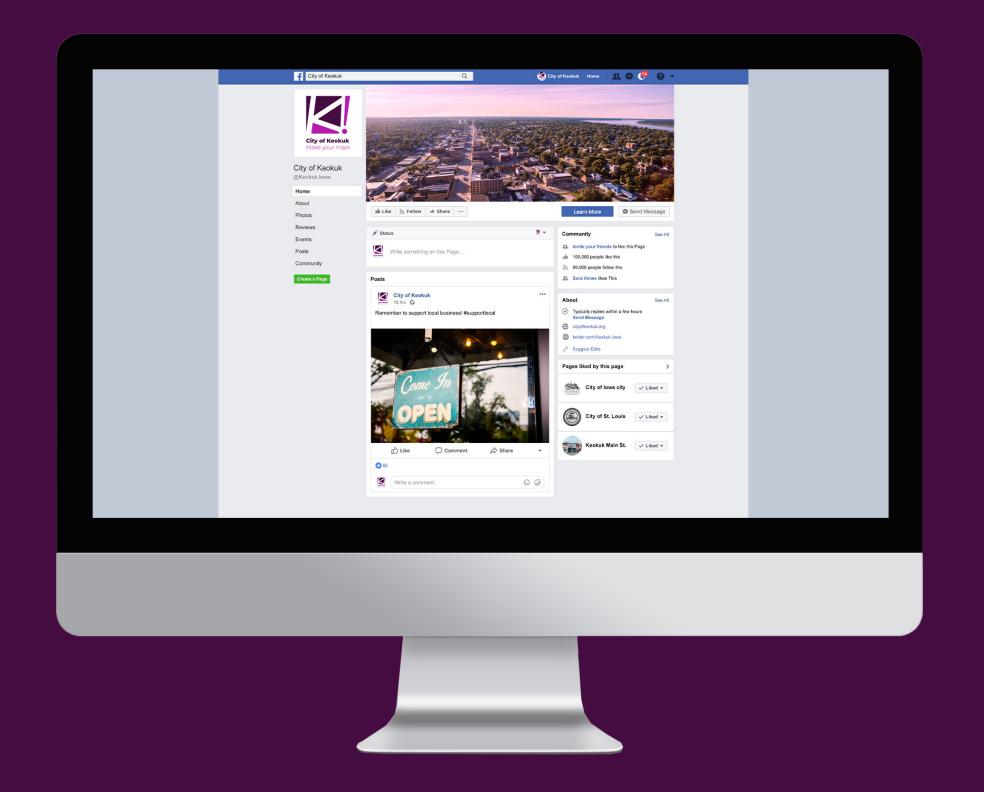


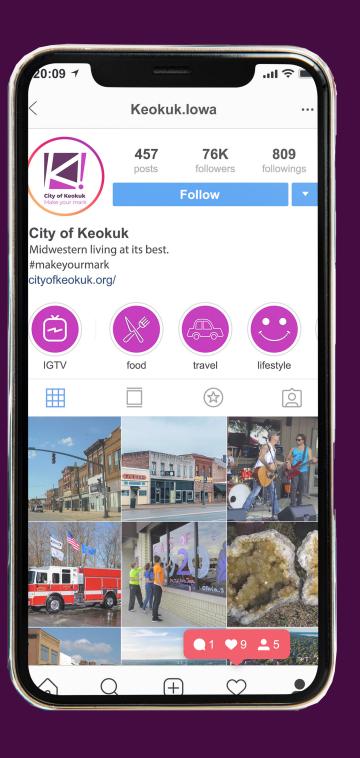


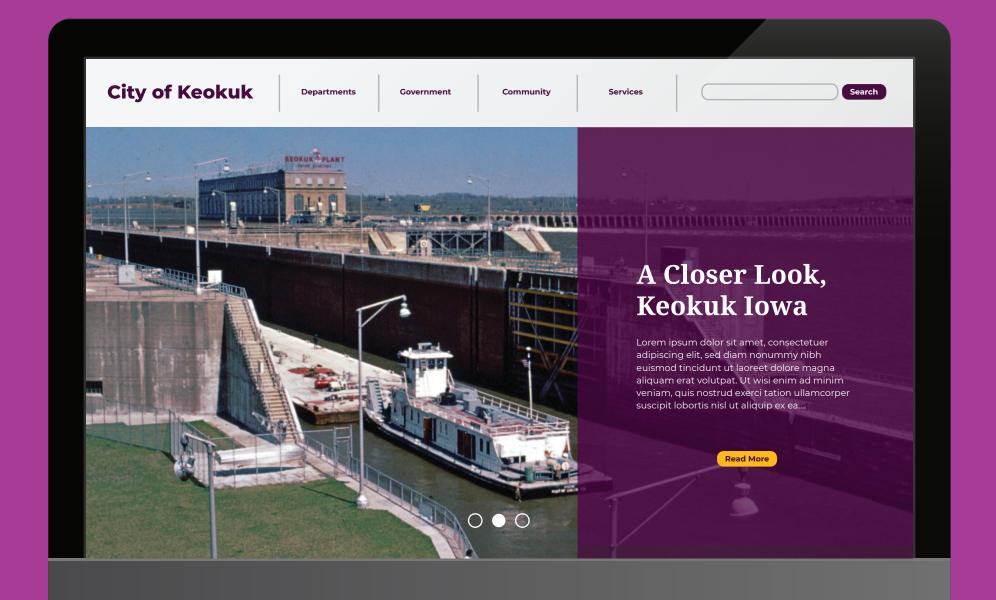


Social Media

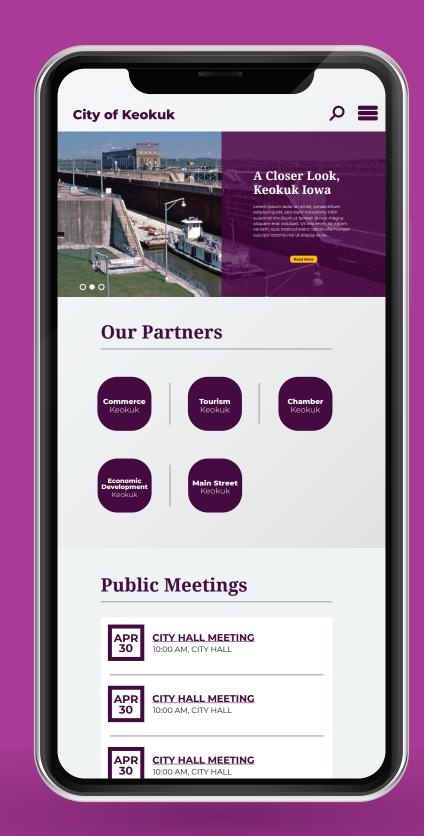
- Unify the look and representation across all accounts
- Utilize the new brand to showcase community













Digital Strategy

Project Keokuk

Analysis

Investigating the current state of Keokuk's digital presence

Websites

KeokukChamber.com

- Broken Scroll
- Distracting animation
- o Crowded
- o Pleasant, Understandable Layout

Keokukiowatourism.org

- Third google search result
- o Different Brand Scheme
- Low-Quality Images
- o Improvable Text
- o Best Resources, Clearest Navigation
- o Insecure

Cityofkeokuk.org

- Fourth google search result
- Text Overload
- Awful Navigation
- o Broken/Unused Modules
- Unnecessary and large footer
- Overly large logo
- Messy file organisation
- o Insecure

Mainstreetkeokuk.com

- o Briefly infected with Trojan
- o Insecure
- Best Pictures
- o Awkward element sizing- too large, page is too tall
- o Clear, if clunky, navigation

Social Media

Facebook

Keokuk chamber of commerce

City of keokuk

Main Page - ~1900 followers

Lengthy and outdated about page. Consistent with other pages.

Inconsistent profile image and Hero image

Few Events

Mixed Reviews

Very active Recently.

Groups - Many, small, active, groups

Instagram

#keokuk - Related Hashtags #latergator #midpacific #poorneighbours #bumpsandbruises #blackoakhomemedical #getoutwhileyoucan #adaptibility #covidedition #madeintacoma #thereisacrackineverything

LinkedIn

Small Page, 8 followers, low activity
Many Small Organizations with unclaimed pages

Twitter

Many small org accounts #keokuk - Positive but relatively slow, small events tagged General Search Keokuk - Little comments, but more negative

YouTube

Mostly positive videos - geodes, politics, personal stories, schools A few small channels

Search Appearances

"Places to visit in Iowa"- Bad

"Things to do in Iowa"- Bad

"History of Iowa"- Moderate

"Geodes"- Very Good

Takeaways

What have we learned from the analysis?

Uncontrolled Media

A mix of positive and negative content

Positive content revolves around history and land features - especially geodes

Schools are active on every site, and make up the bulk of content

Controlled media

Minimal controlled presence

City-like appearance

Very little content

Low brand cohesiveness

Impressions

First Impressions are important

First Impressions are damaged by

small quantity of content

Large percentage of negative community content

Subpar user experience on webpages

Lack of cohesive brand across platforms

Few engagement points

Considerations

How can the identity of Keokuk be maintained digitally?

Websites

Do the websites make a good impression?

Are the websites effective?

Are there good reasons to keep the websites distinct?

Are there good reasons to have this many websites?

What are the strongest points in each website?

What are the weakest points in each website?

Who is the target audience for each? I.e. Current residents vs tourists

Which modules address this audience?

What is the purpose of each website? I.e. for tourism info vs an archive

Are the websites quick and easy to use?

What is the current traffic on the websites? What is the expected traffic?

Social Media

Do social media searches make a good impression?

Does there need to be an account for every site?

Will the sites be maintained?

Who is the target audience for each?

What is the purpose of each account? I.e. news vs events

How can engagement be encouraged?

How can non-controllable content be influenced positively? I.e. instagram tags

Response

Goals

Create digital content that better facilitates interaction between the city and its residents, prospective and current, as well as tourists, in a positive and pleasant manner.

Keokuk Overarching Goals

improve the community improve the quality of life of the community improve the communities' appearance and perception

Digital Goals

Build and develop a unique digital presence Overcome or embrace existing content Create engaging, spreadable content

Potential Goals

Facilitate city population growth from new residents Spread knowledge of keokuk as a tourist destination

Strategy

Focused and deliberate content production for manageable production

Increase brand cohesiveness

Identify your core audience for each platform- Is this for Keokuk or for the greater public? Cater to this audience- what content do they want to see? What excites or interests them? Understand which social platforms will best affect these and focus on them

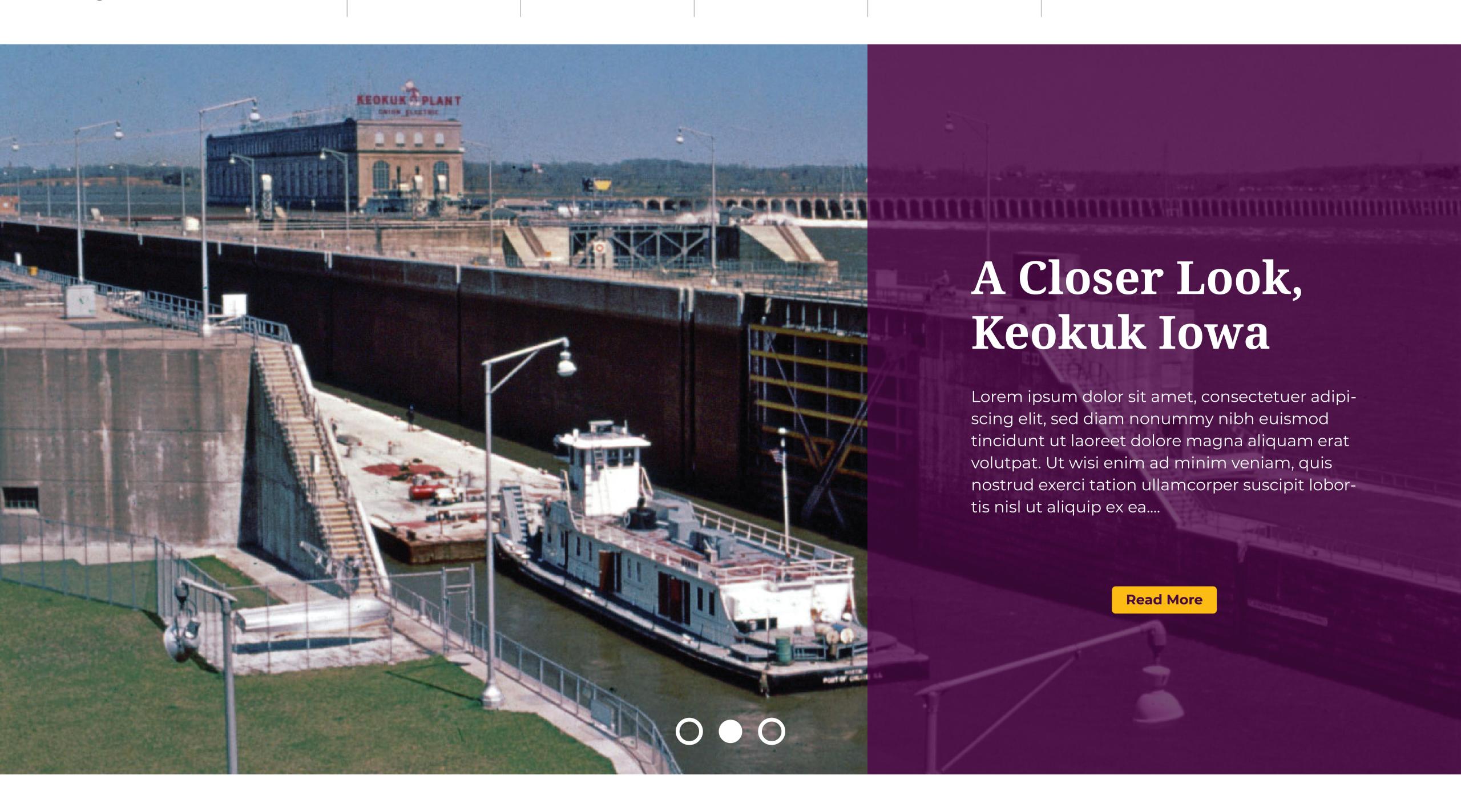
Create positive and caring media to offset negative views

Consolidate websites for less maintenance and greater control

Hire professionals to improve visual quality of digital media

Opportunities-

Engage the Keokuk Community through social media - Keokuk is more than its leaders Promote local figures and encourage them share their work Encourage media takeovers, live streams, collaborations



Our Partners











Public Meetings

APR 30

CITY HALL MEETING
10:00 AM, CITY HALL

APR 30 CITY HALL MEETING
10:00 AM, CITY HALL

APR 30 CITY HALL MEETING
10:00 AM, CITY HALL

More Events

Community Events

APR 30

EVENT FESTIVAL

10:00 AM, CITY HALL

APR 30

EVENT FESTIVAL

10:00 AM, CITY HALL

APR 30

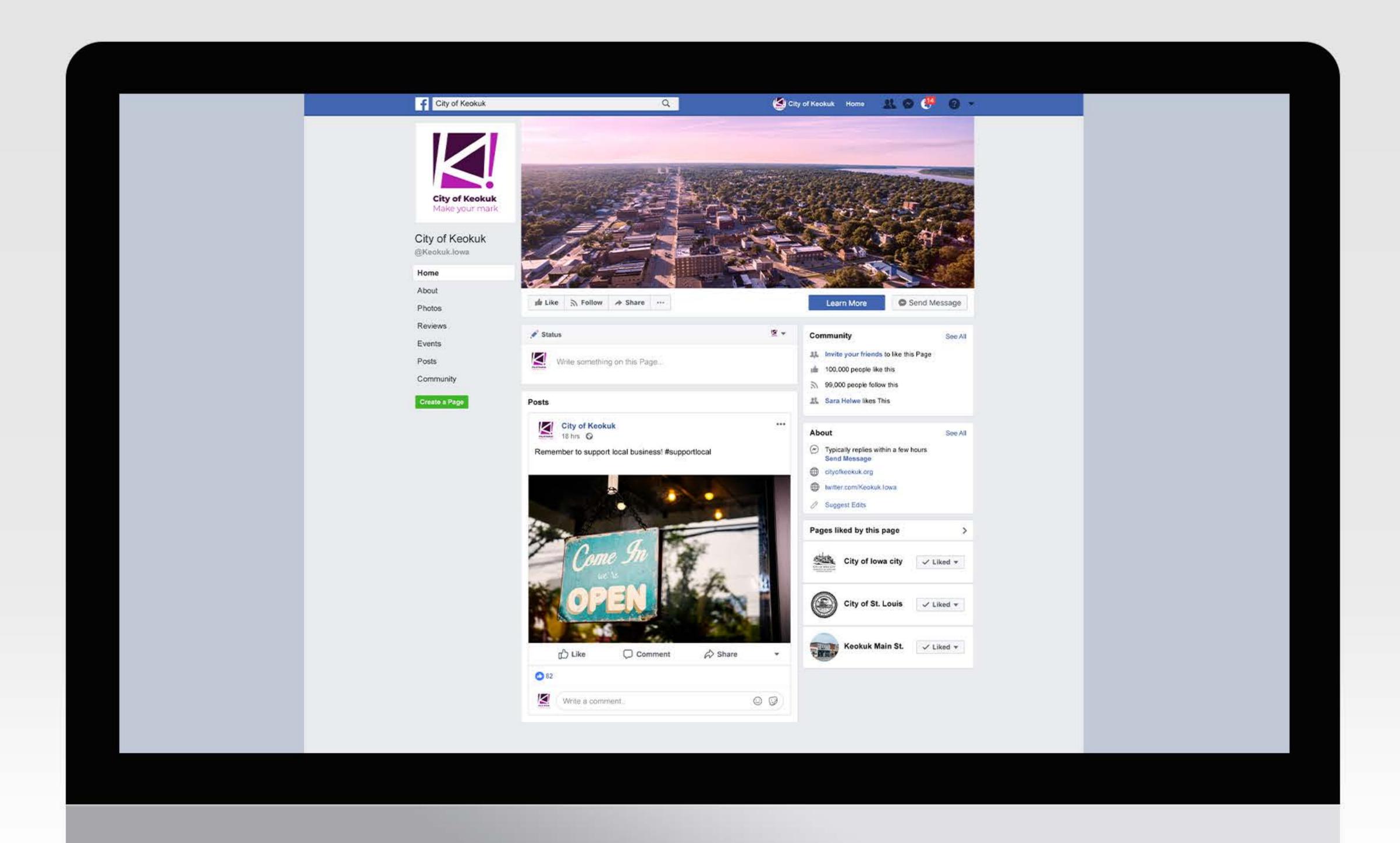
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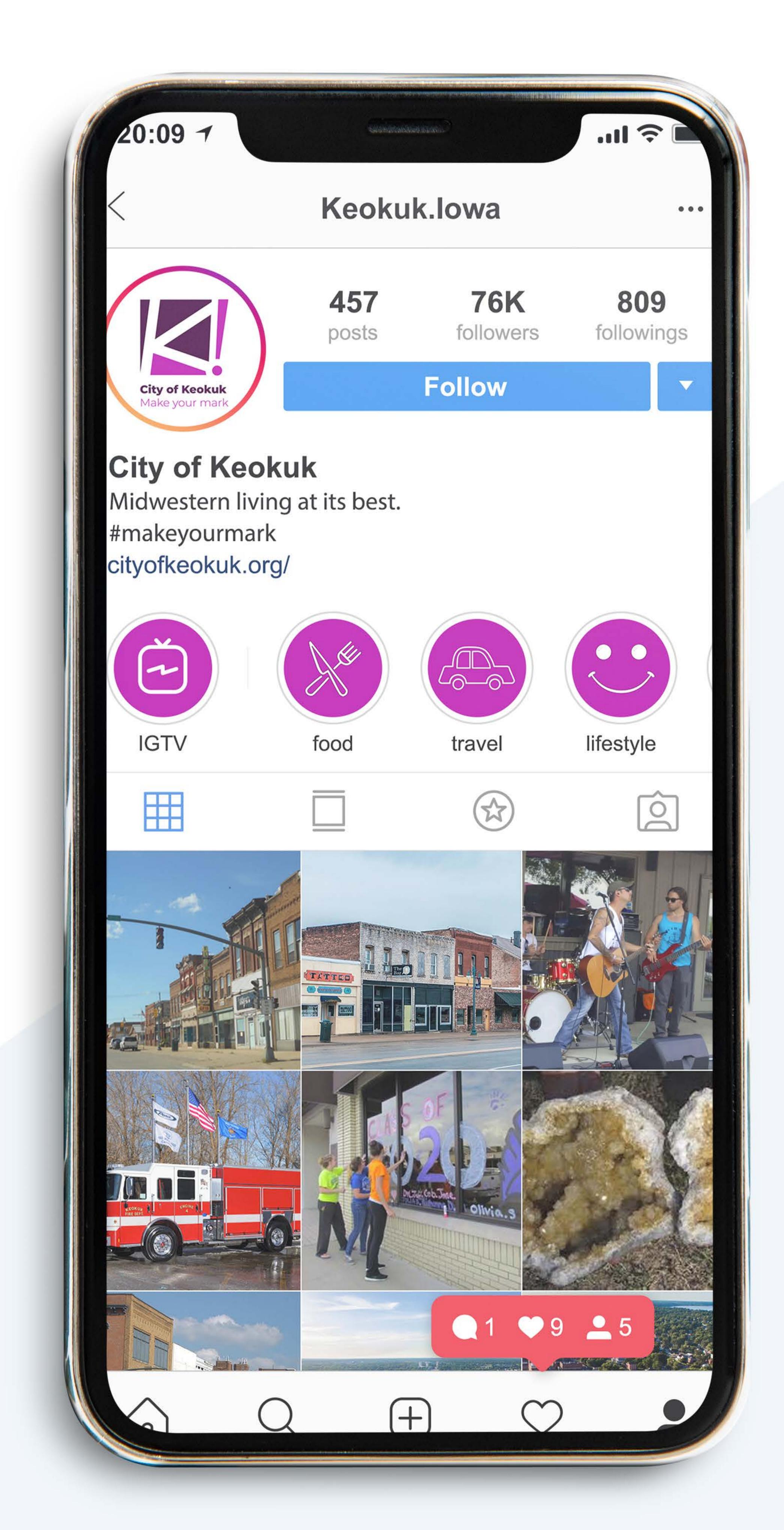
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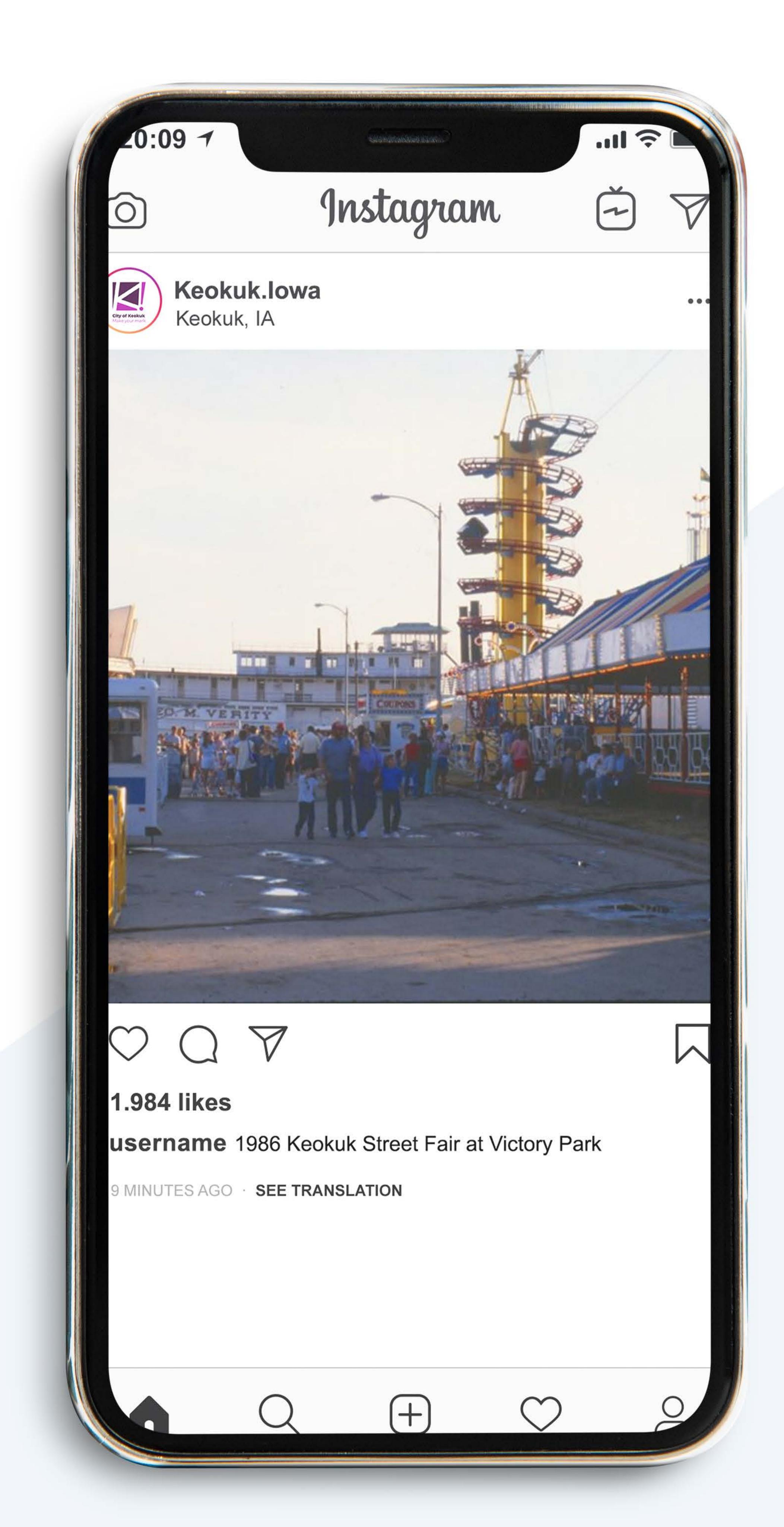
More Events

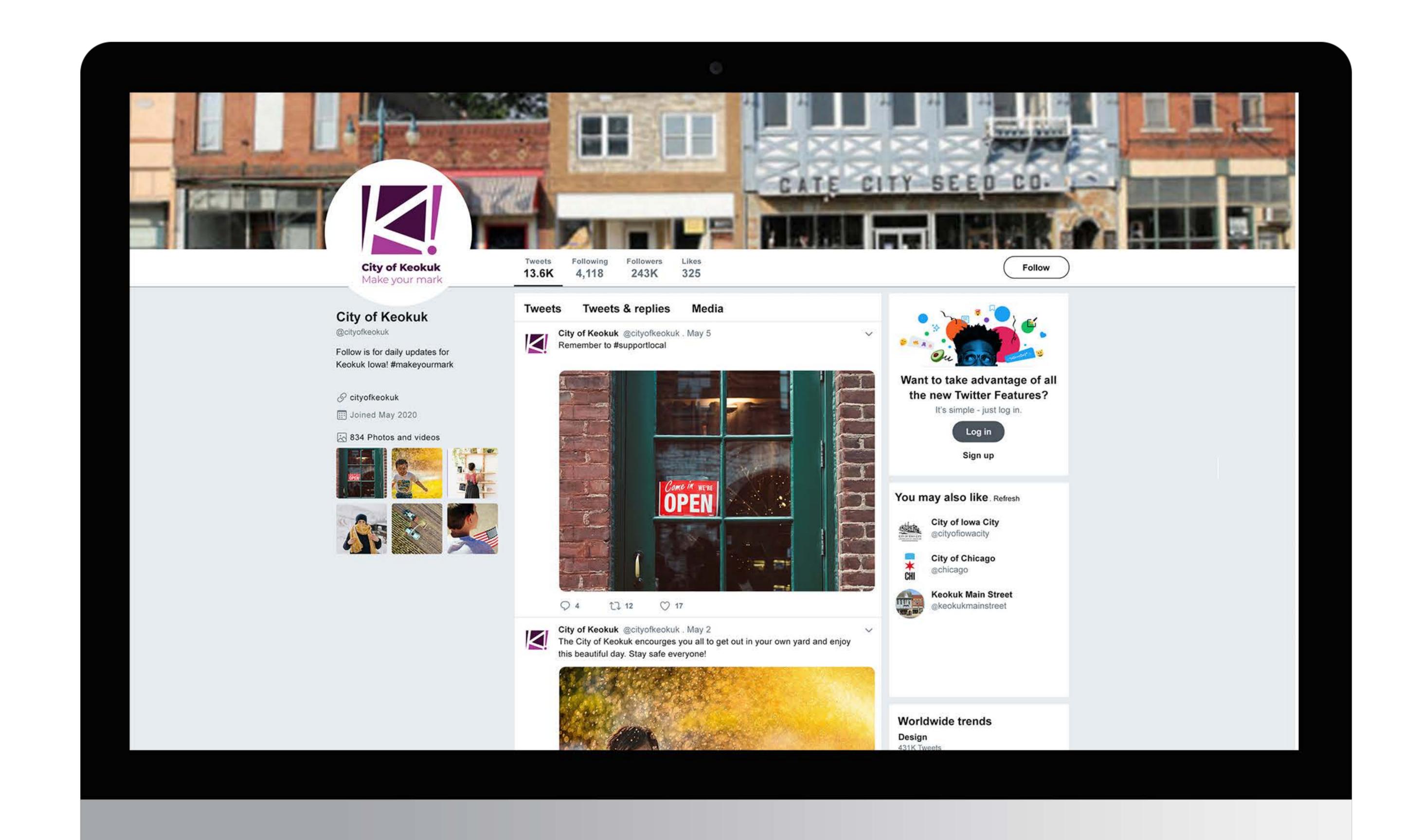


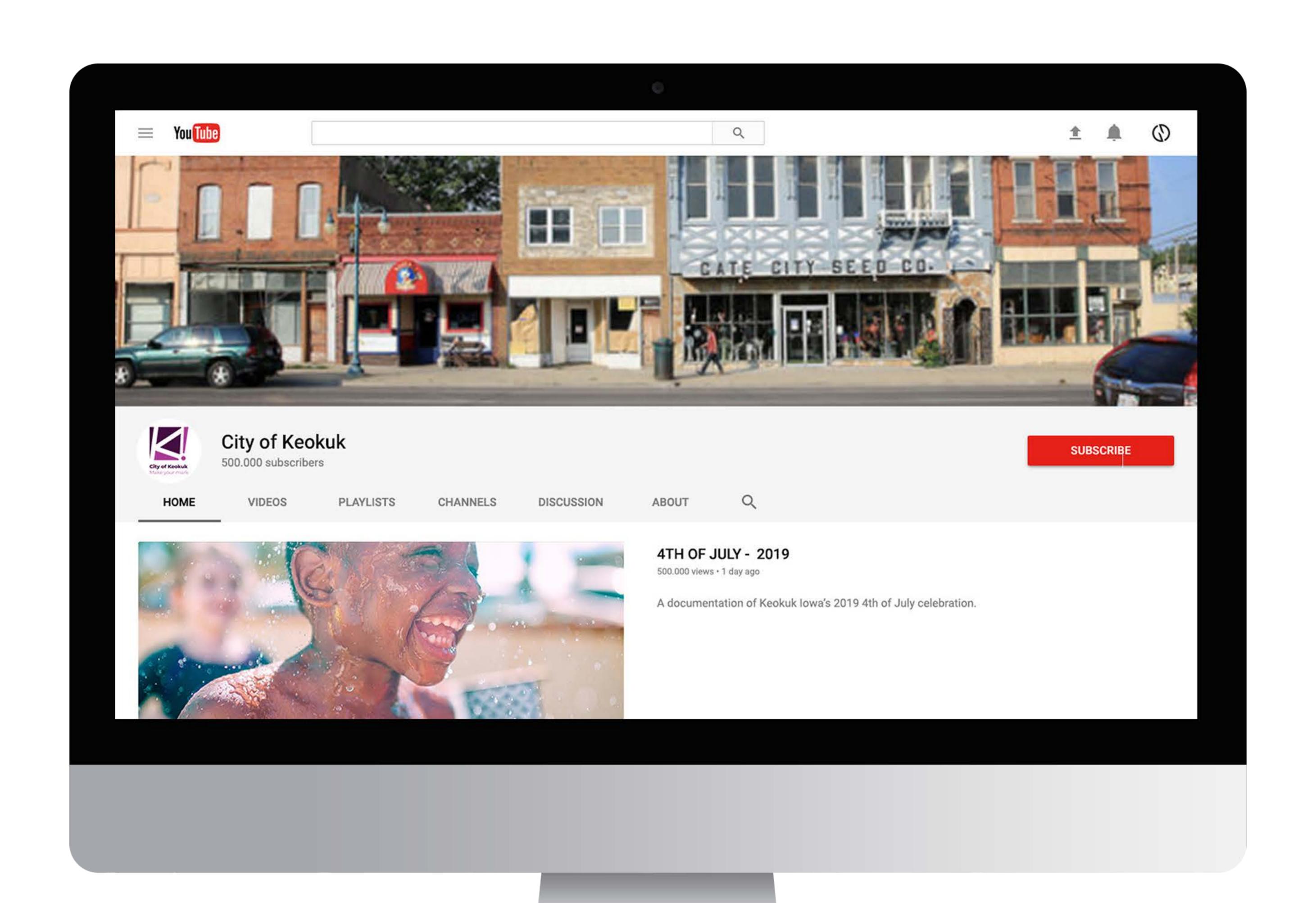
Social Media



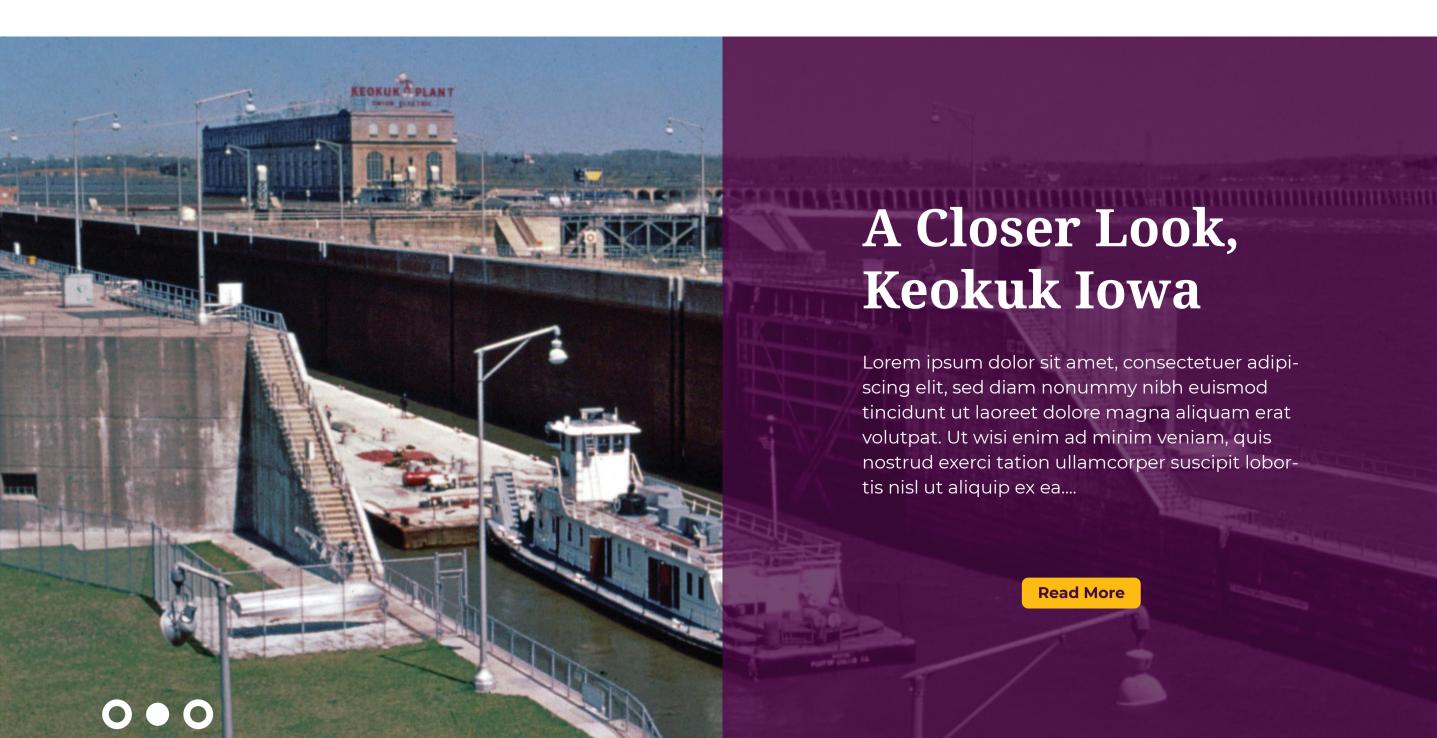












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APR 30

EVENT FESTIVAL 10:00 AM, CITY HALL

APR 30 **EVENT FESTIVAL**10:00 AM, CITY HALL

More Events



Policies & Notices

Job Opportunities

Keokuk's City Council

Keokuk's City government is led by Keokuk's mayor and city council and employ's a City Administrator. City leaders work closely with the Keokuk Area Chamber of Commerce and Keokuk Economic Development Corporation as well as the Lee County Economic Development Corporation to secure a strong future for the community.

The close network of city personnel, including administrative, police, fire and public works, strives to provide services that go well beyond the average, working toward the betterment of the community. The results are apparent through the high quality public services provided by the City of Keokuk's dedicated employees.

The city has 19 firefighters, 24-full time police officers (plus 3 civilians, such as records clerks, etc.) and 51 public works employees. The mayor, elected to two-year terms, is at the helm of the river city. City council members, all four-year term seats, represent residents in city's seven wards bringing concerns and suggestions to the table weekly for discussion, as well as 2 council member elected to at-large terms.

City Council meetings are open to the public. The meetings are held at 6:30 p.m. on the first and third Thursday of every month at Keokuk City Hall. City council workshops start at 5:30 before every council meeting and special city council meetings are occasionally called. Keokuk's city council and public works departments are working to carry out a plan to rebuild the city's main arteries and neighborhood streets while completing a extensive sewer separation project.

Plentiful drinking water is provided to residents and local industry by the Keokuk Municipal Water Works, a cutting edge water plant capable of exceeding the city's demands. The water system, which was expanded in 1998 – 1999, has a daily production capacity of 24 million gallons.

Council Meetings



EVENT FESTIVAL10:00 AM, CITY HALL



EVENT FESTIVAL10:00 AM, CITY HALL



EVENT FESTIVAL10:00 AM, CITY HALL

More Meetings

Council Members

First Lastname Position	(123)-456-7890 eamil@cityofkeokuk.org		
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APR 30 **EVENT FESTIVAL** 10:00 AM, CITY HALL

APR 30

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More Meetings

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eamil@cityofkeokuk.org

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Make your mark

Get In Touch

Policies & Notices

Job Opportunities

YouTube



Geode Fest







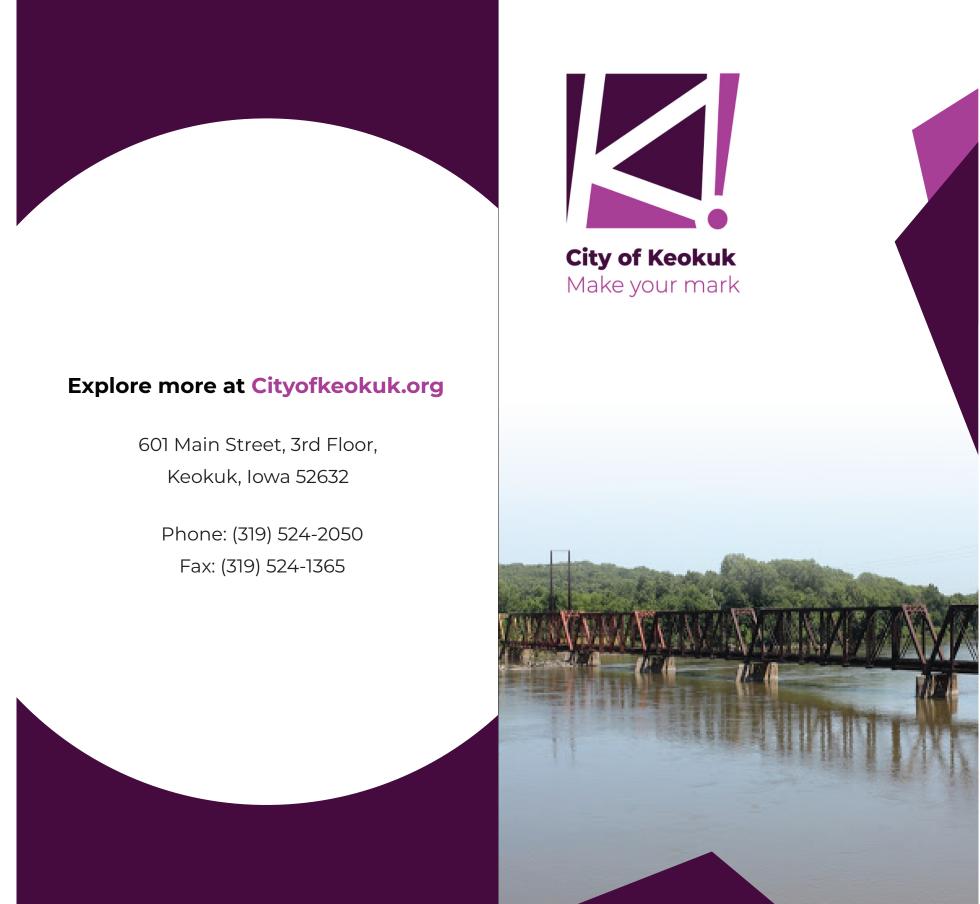








Midwestern
living at its best.
This is how life is supposed to be.
From the houses on the bluffs overlooking the Mississippi River to the beautiful and historic homes along Grand Avenue, life in Keokuk is full of beauty and promise.



Community

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Entertainment

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City of Keokuk

Make your mark

First Last Name

601 Main Street 3rd Floor Keokuk, Iowa 52632





www.cityofkeokuk.org





601 Main Street 3rd Floor Keokuk, Iowa 52632

April 22, 2020

Dear recipient,

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Best,

Jane Doe





601 Main Street 3rd Floor Keokuk, Iowa 52632

To: Mayor and Council

CC: Department Heads

FROM: Cole S. O'Donnell

DATE: April 22, 2020

RE: FY 2020-2021 Budget

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Comprehensive Plan

City of Keokuk, Iowa

