



## Connected Communities band together for synergistic benefit

Integrated community web sites **better serve** businesses and organizations than insulated community web sites. The Connected Communities of Mid-Michigan web sites feature this region's **arts, history and non profit groups** by showcasing them in the following city home pages, owned and maintained by Albion Design, since 1994. ([www.albiondesign.com](http://www.albiondesign.com)) **BattleCreekMich.com AlbionMich.com, MarshallMich.com, HomerMich.com and Jackson-Mich.com.** This **interconnected network** of web sites covers Calhoun and Jackson Counties. the interconnectedness of the sites increases their ranking in the search engines. By increasing cooperation between communities, the strengths of each community are multiplied as this region is promoted. According to Google.com, **these sites are among the most popular web sites in Battle Creek, Albion, Homer, and Jackson.\*** Although our focus is on history, the arts and nonprofit groups, the sites are **sponsored by businesses** who **gain in exposure** by advertising in the **business directories**, among other ways.

### Opportunities for the arts and nonprofit groups:

- Resource directories such as family resource links, Marshall History
- Links to city web sites from the "Around Town" pages
- Photo essays of some special events
- Annual events listed in the current events section

### Opportunities for businesses:

- Link advertising opportunities in the business directory, the "on-line Yellow Pages" for each city
- Banner advertising opportunities on any sub page of each city
- Sponsorship opportunities for the top page of each city

### Other Features of Mid-Michigan Home Pages

- Church directories
- "Things to do" for each community
- Focus on Youth

### Also from Albion Design:

- Marketing: web, print, multimedia
- Web sites- creation and updates
- Search Engine Optimization
- Custom art, cards and brochures

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\* Find out more about the information in this flier at:  
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