

# Web Design

## Choose Colorado Springs



### EXECUTIVE SUMMARY

Colorado Springs Chamber & EDC partnered with Magneti to build a website that would represent the Colorado Springs lifestyle and display what the city offers for all ages and adventure types. ChooseColoradoSprings.com showcases life in Colorado Springs — from jobs to housing to schools and culture. We created videos, stories and interactive web elements to highlight Colorado Springs as the perfect destination to build a career and establish a healthy lifestyle: <http://www.choosecoloradosprings.com/>.

### ABOUT THE CLIENT

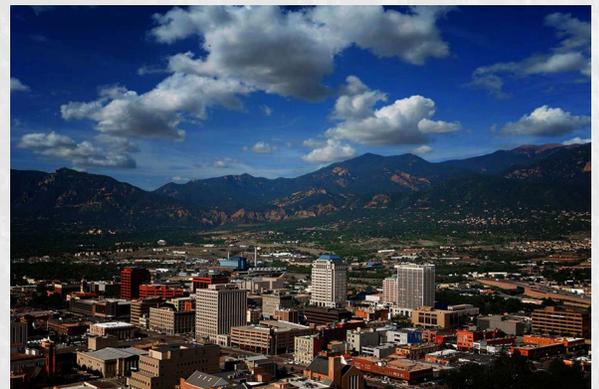
Colorado Springs Chamber & EDC works to promote and enhance the quality of the Colorado Springs community. Located in downtown Colorado Springs, Chamber & EDC lives among the talent and culture of the city, and wants to encourage others to join them there. Choose Colorado Springs was launched on that premise, and continues to promote the city in the positive light it deserves.



### CHALLENGE

Before Magneti began the web process, there wasn't a website that captured the wide range of experiences Colorado Springs has to offer. The goal of the site was to highlight the city as a great place to live and work for people with varying interests.

One of the main challenges throughout this process was representing every aspect of life in Colorado Springs without overwhelming web visitors. Magneti also faced the creative challenge of branding a city that offers experiences as diverse as its residents.



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## SOLUTION

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In order to tackle this challenge, we explored a commonality of every Colorado Springs resident — Pikes Peak is always in sight and reminder of how beautiful our home is. Inspired by the beauty of Pikes Peak, Katharine Lee Bates wrote the lyrics to “America the Beautiful” in 1895.

The lyrics to this song became the overarching theme of the site in an attempt to capture what people love most about Colorado Springs — living in a city that offers a beautiful backdrop for adventure and creating new memories.

ChooseColoradoSprings.com is a gateway to the Colorado Springs culture — from our schools and our careers, to the trails and hikes in our backyard.



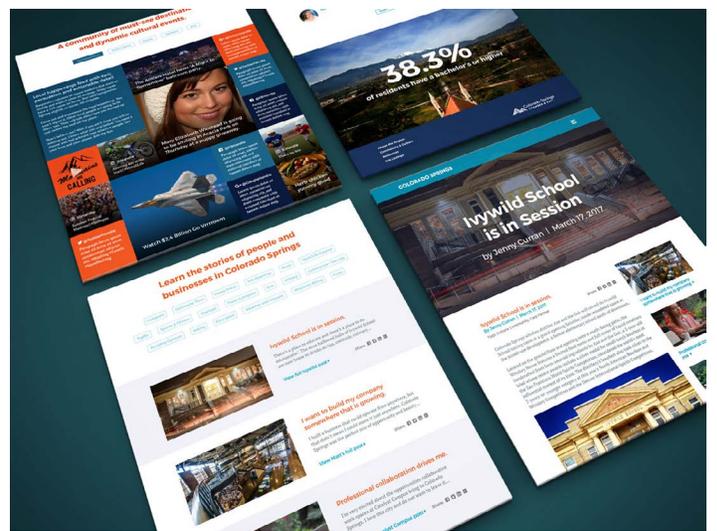
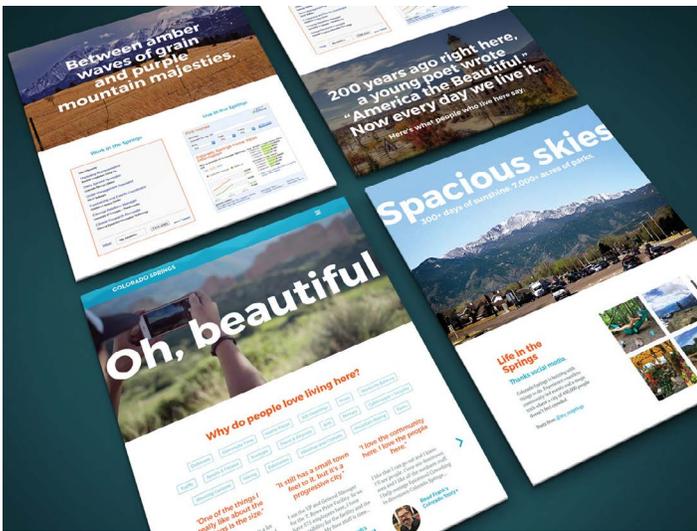
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## RESULTS

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The result of this web design is a compelling gateway to Colorado Springs, accessible to anyone across the nation.

ChooseColoradoSprings.com features resident's stories, city resources and activities for families and the adventurer. This site reinforces Chamber & EDC's messaging, showcasing the Colorado Springs community. After the site launched, the word about this website spread quickly, and the feedback was positive. Many have raved about this site and have shared it with others, in hopes of spreading the vision of the Colorado Springs lifestyle.



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## ABOUT MAGNETI

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Magneti is a full-stack digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, user experience strategy, content strategy + development, email marketing and more. [Contact us](#) to learn how we can put our solutions to work for you.

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## CONTACT US

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