

Highlights:

- Google for site selection
- Custom site search tools
- **USA Search** and the Invest USA directory of states
- **Europe Search** and the Invest in Europe directory
- **Area Search** and related content to highlight areas and find them when relevant
- **CRE Search** as a new way to find available properties
- **Meeting Point** and B2B networking event support
- **The Professional Site Selection Tour for 2006**

GDI-Solutions.com links to over 20,000 resources for planning corporate investment projects. It is attracting 300,000+ visits in 2005.

OnTheShortList.com selectively highlights business locations and professional services, and shares additional search capabilities, market knowledge and field research work in close cooperation with location consultants.

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On The Short List

The Professional Site Selection Tour

Our October 2005 newsletter provided several examples to illustrate how Google search technology is applied through our website to help identify relevant business locations for capital investment projects.

Instead of screening out many places on a very superficial basis through database attributes such as statistics which were developed for other purposes, the search process can now be supported by an efficient capability to ***search for what is relevant to the interests of an investor.***

This reflects how executives already use tools such as Google searches to quickly find relevant websites and content.

Database query tools have been used for decades to ***superficially eliminate*** many places from site selection consideration which didn't seem to match simple data attributes. This was a blunt instrument for objective location searches, but it worked.

That remains a useful "long list" screening process, but it was very hard in the past to ***search for*** relevant locations because local information was not openly shared or easy to research quickly. Websites and search engines have removed that constraint.

Local market knowledge is now readily available about locations worldwide, but it is so inconsistent - and there is so much ***irrelevant content in search results*** - that Internet searches remain very inefficient as a tool for business location selection.

It is nice to be able to look up information about specific places quickly, but one still has to figure out ***which places to research.*** We have created a new process to do that.

Researching where to do business

We make it easier to search for what an executive wants, and to find new locations which might otherwise be overlooked.

The "short list" review process to evaluate whether a business location is appropriate doesn't really change, but we make it fast and easy to ***identify candidate locations*** which should be ***"on the short list"***, or at least considered for potential relevance to the "long list" according to project needs.

One can now find "hidden gems" in much the same way as Google can quickly find relevant content on the Internet, rather than eliminate areas with superficial data.

New custom site search tools

Our new website, **OnTheShortList.com**, uses custom Google site search tools to make business location research faster and more intuitive through a consistent process to share relevant knowledge of local areas.

The various search tools make it fast and easy to "drill down" from executive summary Surveys, Profiles, and Reports to whatever detailed content of interest may be available on the local area websites.

Instead of searching the entire Internet or making assumptions on the basis of data queries, these custom searches selectively focus on finding research work and local knowledge which was shared specifically for support of business location selection.

These new search tools are explained with examples on the next page, as well as on the website. Try them on your own area!

We make it easy for executives and their advisors to discover your capabilities.

Area Search

Participating national, state, regional, county and city or local economic development organizations are highlighted through this process to help them get “on the short list” by sharing knowledge about their areas.

Area Surveys, Area Profiles (pre-visit research / briefings) and Area Reports (executive summaries from field research visits) make it easy to find when such areas may be relevant to a project through a site search or directory on both of our websites.

The custom Area Search also makes it easy to use Google to search local websites for anything else of interest.

USA Search

This custom site search makes it easy to search the economic development websites of states.

CRE Search

This makes it easy to search through various property listing services and corporate real estate websites for market information or properties.

This uses Google’s capability to find things which may not be easily found through such websites. You can find anything in the site description. Pick LoopNet, search for : **class 10000 clean room CA** , and then try to find the same thing with their data query.

Europe Search

Like the USA Search, this makes it easy to search through national investment promotion websites.

Try using OnTheShortList.com

First, try a search for your own area. Then search GDI-Solutions.com for areas highlighted in the Area Search, such as **Fayetteville NC** - using any of the key words in our descriptions.

New features for 2006

These features are highlighted on the new OnTheShortList.com website as well as on GDI-Solutions.com :

- Invest USA - state directories of economic development agencies and professional service firms.
- Invest in Europe - national investment promotion directories
- Technology parks and clusters
- US FTZ’s : foreign-trade zones
- “Ad Recall” - find advertisers in this niche market - regardless of the media, ad size, or frequency.
- BRAC 2005 directory of areas affected by US military base realignments and closures

Executive summaries, directories, and more detailed content all become search paths to find whatever visitors are seeking and to quickly reach the relevant contact - often faster than the time to open their home page.

Try a Google web search for :

- industrial buildings fayetteville nc
- industrial sites fayetteville nc
- direct investment fayetteville

2006 Marketing Plans

The focus of our work is not just to publish website content and links, or to provide custom site search tools. That is just the response-oriented side of our work to support projects.

We can personally reach and refer executives to professionals with the relevant capabilities to support their projects. By working more actively together, our research and marketing work can reflect your own strategy.

Our 2006 marketing plan to find and refer projects is already in progress. Please contact us to participate in our 2006 referral work and to highlight your area or services.

The Professional Site Selection Tour

The “Tour” is explained in detail at www.OnTheShortList.com.

Please contact us if your area might want to host a Tour event in 2006.

The basic idea is to organize visits by a few top site selection consultants whose client base and experience is directly relevant to the investment promotion strategy of an area.

The work involved simulates the type of rapid field research trips which such consultants may do through an “inward visit” to validate research about their preliminary choices of locations “on the short list” for more detailed evaluation as the next step.

It is, in effect, like doing a “test run” to get valuable feedback from top professionals about how to make the best case for investment in the area during visits with client executives.

Meeting Point : B2B Introductions

“Meeting Point” is described at www.OnTheShortList.com.

The “Contact Us” section provides background about our European colleague, Phil Eadon, who has been developing a new global network of economic development organizations for technology-led cluster initiatives. B2B introductions are pre-scheduled online or at local or international events. Meeting Point applies this unique capability to local investment attraction marketing work.



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for Technology-Led Business Cluster Development

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