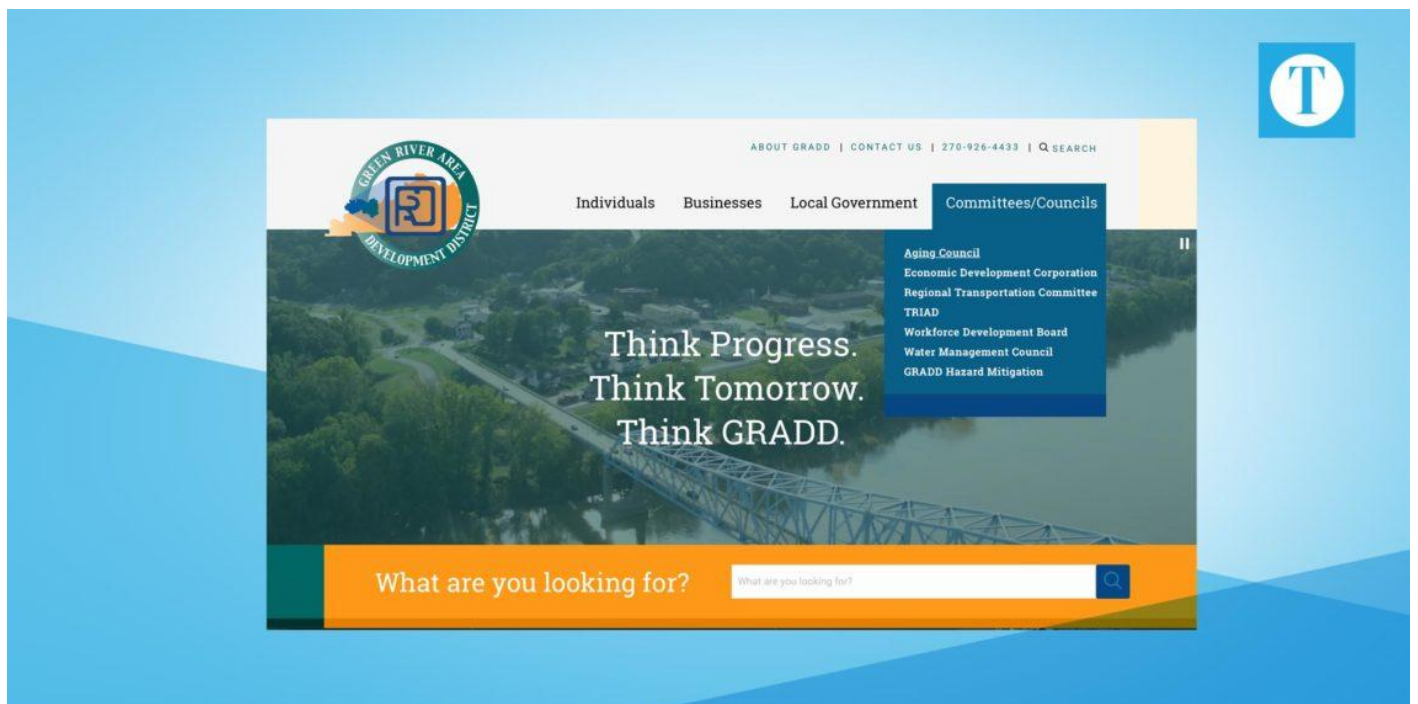


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GRADD unveils updated website with customer-friendly search engine



by Katie Pickens — Friday, April 5th, 2019 8:54 am in Community, News



GRADD's new website allows residents, staff members and elected officials to find pertinent community information faster.

To commemorate its 50th anniversary in business, the Green River Area Development District (GRADD) decided to update their technological infrastructure. After discussing different ideas, a new website for GRADD was launched in early March.

GRADD's new website allows residents, staff members and elected officials to find pertinent community information faster. According to GRADD Executive Director Jiten



Shah, it also helps the community better understand the organization and its vast amount of services.

“This is a way for the staff and me to explain what GRADD is, what it’s about, who we are and what we offer,” Shah said. “A lot of people don’t know about us. We were thinking, ‘How could we reach out to the community?’ You have to keep every second of attention in the digital world.”

A customer-friendly method was the approach GRADD and Tanner+West took, and a significant customer-friendly change was made through the addition of a new search engine embedded into the GRADD’s site.

“Rather than go through the maze of the website, you can ask questions in the search bar. We took a Google approach to get people those answers,” Shah said. “I tell newly elected officials and everyone else, if you have a question about something, your first option should be to check with GRADD.”

Both the GRADD website and its app include information regarding Daviess, Hancock, Henderson, McLean, Ohio, Union and Webster counties. GRADD offers services and assistance in the fields of aging, health and social services, community and economic development, transportation planning and workforce development.

“The credit goes to Tanner+West,” Shah said. “We were thinking about trying to figure out a new page for our 50th anniversary. We’d looked around for people who do websites.”

Shah said he was unaware that Tanner+West designed and built websites, but said he was thrilled to see the work Tanner+West had done for previous clients. After the company helped GRADD film and produce a video for their 50th anniversary, Shah decided to hire Tanner+West to build their new site.

“They did a great job and, like everything else, other colleagues from across Kentucky are looking at our website,” Shah said. “Tanner+West will be holding a state-wide meeting with other organizations who want to build their websites.”



You can visit their new website here: <https://www.gradd.com/>

