

APPENDIX E

Cadiz-Trigg County Through the Eyes of the Internet

Times have changed and the internet has truly become ones primary source of information when planning to travel, actually traveling, and even once one has arrived at their destination. Potential visitors may pick up a brochure but, more often than not, it is to obtain the website for a particular business, attraction or location. Members of the Cadiz-Trigg County Tourist Commission recognize this and have spent a considerable amount of time and money on their website www.gocadiz.com. Billboards, brochures, posters, maps and signs all directs one to the website. The website has become Tourism's primary marketing tool.

HOW WELL IS THE WEBSITE DOING?

When doing an internet search on Cadiz KY, the top three websites on Google were:

#1 www.cadiz.ky.gov

#2 Wikipedia for Cadiz KY

#3 gocadiz.com

Please Note: On other search engines such as Mozilla.com and dogpile.com, gocadiz.com came up first in the search engine. No doubt, as the gocadiz.com website is further marketed, it will continue to move up on all search engines.

FYI: State website Kentuckytourism.com was 6th or 7th below a few that really did not relate to Cadiz.

WHAT ONE FINDS WHEN THEY REVIEW THOSE WEBSITES

Cadiz.ky.com

The City of Cadiz website is the first website listed on Google. On the main page, there was no mention of Tourism. But if one were to click on "links" under "area guides" they would find a website link for the chamber, website link for senior living facilities* (which takes one to a page that features assisted living facilities in Princeton and Hopkinsville before ever mentioning Cadiz), and a website link to the tourism website www.gocadiz.com.

Also under "links", there is a category heading of "Food & Lodging" where only the chamber website is listed.

Recommendation:

1. It would appear to make sense to list gocadiz.com website under "Food & Lodging". And under both "Food & Lodging" and "Area Guides", additional information such as "For visitor information, go to gocadiz.com" should be added.
2. Possibly add a new heading specific to Senior Living.
 - a. Replace existing Senior Living link to one that connects to the Facebook page of the Senior Citizen's Center <https://www.facebook.com/TriggCountySeniorCitizensCenter> or to the county webpage that provides information on the Senior Citizen Center <http://triggcounty.ky.gov/services/Pages/scc.aspx> .

- b. If the Trigg County Manor is what the city prefers to link to, then link directly to their facebook page <https://www.facebook.com/pages/Trigg-County-Manor/147140311997712>
- 3. And either the city website or a link to Renaissance on Main should consider featuring the historic downtown as an attraction. Google searches for Renaissance on Main came up with a webpage featuring a map and guidelines for certification and an old facebook page that had not been updated since 2011 and nothing came up for the Hwy 68 Merchants Association which too should have a link on the city website.

Wikipedia https://en.wikipedia.org/wiki/Cadiz,_Kentucky

Wikipedia describes Cadiz as “an old town located close to the Land Between the Lakes, a popular recreation area, and was a base of Union and Confederate operations during the Civil War. It permits the sale of alcohol”. It also notes “The courthouse in Cadiz burned down twice during the American Civil War. The courthouse pictured was torn down in 2008 to make way for a new justice center that opened in October 2009.” Notable people listed were Roger Vinson - United States District Court judge, Joe Bolton – poet, Charles Tyler – musician, Boots Randolph – musician. The Wikipedia website was updated by someone on August 17th 2015 and yet it still notes the most current mayor as being Craig Latimer.

Recommendation:

Wikipedia can easily be updated to provide additional, more informative information along with a link added to the Cadiz-Trigg County Tourism website.

LOW ON CRIME

Also according to Wikipedia, “Cadiz boast one of the lowest crime rates in Kentucky. The total crime risk index score for Cadiz is 34 which is 37 points below the statewide crime risk score of 71 and 66 points below the national crime risk score of 100”.

Another source provided the following chart:

Crime	Details	Cadiz 42211	Kentucky	National
Total Crime Risk		33	72	100
Personal Crime Risk	View	13	55	100
Property Crime Risk	View	54	75	100

In a survey conducted by the Cadiz-Trigg County Planning Commission in January 2015 and responded to by nearly 400 people, when the question was asked “What do you think our community is doing well”, one of the top 3 answers was “law enforcement” and “making our community safe and keeping crime down”. See Chapter II for more survey results. Keep in mind, stats vary greatly depending on one’s sources and the year surveys were taken but feeling safe in one’s community is certainly something Cadiz-Trigg Countians should boast about to others.

Gocadiz.com

Cadiz-Trigg County Tourism's official website, gocadiz.com is an awesome website with all the "bells and whistles" one could ever want. It opens fast, has lots of very vibrant photos, and is a real eye-catcher. It also has lots and lots of content. That said, it is also a very confusing website, difficult for some to navigate, and even more difficult to print if one wanted to print possibly a list of restaurants or lodging options.

Where does one find a listing of all Trigg County attractions and offerings on the gocadiz.com website? Depending on what browser one uses will determine one's success. A few concerns include:

1. No search capacities. For example, if you want to know specifically if the area has golf courses and cannot readily find that information, there should be a way to insert the word "golf courses" that will take you to a section specifically on golf courses.
2. If one clicks a link that takes one to another website, often it is difficult to get back to the original page without going back to the top and clicking on the tab. Not all people know to do this.
3. Why Hemite Lake to go for a hike? There are many places to hike in Trigg County. Why not link directly to the page that provides all hiking trails in Land Between the Lakes. Or, better yet, a list of all trail options throughout the county. If one is interested in one of the trails, they should be able to click on it and be provided a short description of the trail, the length and difficulty of the trail, a map and either a description or address of where the trail is located.
4. Is there mention of the lighted rails-to-trails in Cadiz? How about the walking tour of the downtown area? A historic walking tour of both Cerulean and Canton is suggested. (See Appendices XX for more on this. All need to be included under "trails".
5. Where is it mentioned that there are two 18-hole golf courses?

Overall, the website is way too wordy, requires too much time to seek out the most basic information, assumes someone knows to scroll down on each page which is not typical on most websites and the photos and multiple boxes with comments are very distracting.

When a person is seeking information from a tourism website, they want the basics first such as what does the area have to offer. Subdividing into categories is a good idea but the list provided is not at all inclusive of all there is and one gets the impression there is much less when in reality there is much more.

For example, if one wanted to go ATVing and wanted to know if this activity was available in Trigg County, what should they click on? And it should be a simple process of clicking on that particular activity to obtain a short description of the trails, their lengths and difficulty levels, location within the region, maps of the trails, seasons, hours of operation, who to contact, etc. What about hike and bike trails other than Hemite Lake Trail? Horseback riding opportunities? It is almost as if there are small info commercials and ads within the gocadiz.com website to peak one's interest rather than providing the very basic information or a listing of all the area has to offer.

One of the first things to pop up on the gocadiz.com website encourages one to click to receive a free itinerary.



Better placement along with a review of the itinerary is recommended.

Recommendation: A review of the entire gocadiz.com to determine if it provides potential visitors a clear view and understanding of all the area has to offer in a format that is easy to use and encourages one to visit.

Two other county websites reviewed were the Cadiz/Trigg County Economic Development website and the County website.

<http://triggindustry.com/>

The Cadiz/Trigg County Economic Development website is very informative and site specific. But when one clicks on “Why Cadiz?” then clicks on “quality of life” one would expect to find information about the lakes in Trigg County, the wonderful historic downtown, the friendly people, the safe community, the State Resort Park, two golf courses, the major interstate access, the river access, the great school system, the hospital, the active chamber and, at the very least, have a link to the tourism website. Instead one reads the following:

Living the Good Life

Kentucky is the birthplace of bourbon and the horse capital of the world. It’s a place where grass is blue and the people, like the horses, have an unbridled spirit.

The commonwealth of Kentucky, with its diverse landscape, ranging from the Appalachian Mountains in the east to the Land Between the Lakes in the west, can claim many superlatives: the largest explored cave system in the world, the country's largest state resort park system, some of the country's most elite college basketball teams, and the Kentucky Derby, a.k.a. "the most exciting two minutes in sports."

Kentucky boasts the "Grand Canyon of the South" (Breaks Interstate Park on the Virginia border) and the "Gettysburg of the West" (Perryville Battlefield); the Bourbon Trail (the state produces 95 percent of the world's supply of bourbon) and a trail of another kind – U.S. 23, the Country Music Highway – home of the greatest collection of country music luminaries this side of Nashville.

Our ever-livelier cities offer the orchestra, the ballet, world-class museums, and exciting nightlife. One icon of the performing arts, Actors Theatre of Louisville, has drawn praise around the globe for its Humana Festival of New American Plays. Handcrafted furniture, crafts and visual art have turned tiny Berea, Kentucky, into a revered center of creativity.

Paducah's Lowertown Arts District, a booming Ohio riverfront area, has been revitalized in part by the city's artist relocation program, which offers 100 percent financing on housing loans and other subsidies for established artists willing to relocate. Another thriving Western Kentucky city, Bowling Green, was added to the National Trust for Historic Preservation's 2006 list of America's Dozen Distinctive Destinations.

Kentucky's special allure and southern charms have captivated the attention of business executives from around the world, and even Hollywood's elite. Come and discover the endless opportunities that await you in Kentucky.

Recommendation:

This entire "Quality of Life" section of the Cadiz/Trigg County Economic Development needs to be focused on the many assets and offerings within Trigg County and surrounding area or linked directly to the gocadiz.com website.

TriggCounty.ky.gov

On the Trigg County official website, it opens by saying:

Welcome

Trigg County is located in southwestern part of the state in the Pennyrile region. It borders Lyon, Caldwell, Calloway, Marshall and Christian Counties, as well as Tennessee. It is located next to beautiful Lake Barkley and is home to the Trigg County Ham Festival. Trigg County was formed in 1820. The county is named for Stephen Trigg. Mr. Trigg was a frontier officer in the American Revolutionary War.

We welcome everyone to the county as a great place to live and a warm place to visit to experience a small town rapport and a community dedicated to its citizens.

There is no mention of Land Between the Lakes, that the county boasts two golf courses, nor that the premier State Park in Kentucky lies within its boundaries. And to find any information about the tourism offerings within the county, one must know to click on "Cadiz-Trigg County Planning Commission" then click on "Links" then scroll towards the bottom and click on "Cadiz Tourism". One would think the county would be proud of all Trigg County has to offer yet the website does not reflect this.

Recommendation:

An updated and more informative overview of the county would be recommended as well as a more visible link to the county's tourism website.

Note: The "Renaissance on Main" link goes to a page that still lists Cindy Sholar as the director. This too needs to be updated.

Remember, how one portrays their community and all its assets on the web can very well be the determining factor when one is deciding where to vacation, start a business, or relocate. Therefore it is very important that websites are kept up-to-date and bring out the best Cadiz-Trigg County has to offer.

OVERALL RECOMMENDATION: A review of all the websites and easy links to each is recommended.