

Ministry of International Trade

BritishColumbia.ca

How to write a Community description

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How to write a community description

The Trade and Invest BC website provides a unique and powerful showcase for communities across British Columbia – a chance to tell your story in your own words to a global audience of potential investors. A concise, up-to-date and well written description of your community can help attract investor interest which can lead to significant economic benefits: more jobs, improved infrastructure, and higher tax revenues for local governments.

Here are some tips to improve the effectiveness of your description.

Focus on the message

You are not just describing your community; you are selling it to potential investors. Your description should like an elevator pitch that captures the reader's attention and makes a compelling case for investing in your community. The slant in each sentence should be economic, and try to answer the investor's question, "Why should I invest in this community?"

You have up to 500 words for the long description of your community and up to 75 words for the short description.

Improving search results

The words you use in the long description affect search results. The way you reference geography is particularly important. You can improve search results by using both "BC" and "British Columbia" when referring to the province in the community description.

Try to combine the province and country references like this: "BC, Canada", "British Columbia, Canada". This is important because potential investors browsing the web use search phrases like "investment BC", "investment British Columbia", "investment Canada", "investment British Columbia Canada".

Investors like specifics

Potential investors want to know some of the specifics of the communities they are considering for investment. Keep the following points in mind:

- Don't repeat statistics displayed in the Statistics Navigator.
- Provide a general description of the labour force in your community.
- Describe a change in the labour force, such as the closing of a plant or mill.
- In smaller communities, give an exact location of the community and its relationship to the region and the province
- Mention successful businesses, industries and post-secondary educational institutions currently operating in the community
- Describe initiatives around sustainability, energy conservation, the environment, and innovative technologies that may appeal to international investors

Be brief, simple and clear

Avoid technical and bureaucratic jargon and trendy business words and phrases (“growing the business”). Describe your community clearly and concisely. Reading a web page is more difficult than a printed page, so keep your description as short as possible.

Words to avoid

Don't oversell your community. Avoid trite adjectives and clichés like “spectacular”, “incredible”, “charming”, “picturesque”, and “unbelievable”.

Check for grammar, spelling and punctuation errors

The text should be free of all errors. Even minor errors create an immediate negative impression on the reader.

Write in complete sentences.

Make sure each sentence in your description has a subject and a verb.