



Castle Rock Downtown Alliance

A partnership between the Downtown Development Authority and Downtown Merchants Association

Castle Rock Downtown Development Authority Online Presence Review Program Fact Sheet

The Castle Rock Downtown Alliance is a partnership between the Downtown Development Authority and Downtown Merchants Association. These organizations work together to strengthen the Downtown economy and add energy and vibrancy to Downtown.

Program Purpose

There are more people online now than ever. Often your customers will first find you or visit you online. Since you never get a second chance to make a first impression, the DMA will help you make sure your first impression online is a good one.

Program

If you are interested in receiving a FREE Online Presence Review, please reach out! The DMA will take a deeper look into your business's website, Google+ account, Yelp, and social media platforms, including Instagram and Facebook. We will review each platform with a quick checklist to make sure that each platform includes everything that it needs to! Once we conduct the assessment, a member of our team will reach out with any concerns and give you easy ways to fix them.

Project Eligibility

- Any member of the Downtown Merchants Association is eligible to participate in this program.

Program Process

- In order to receive an Online Presence Review, please reach out to Katelyn Cuff at katelyn@downtowncastlerock.com. In the email, please state your name, business name, and your interest in receiving an Online Presence Review.

Program Contact

Katelyn Cuff, Project Manager

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