



MEDIA CONTACT

Mark Thomas, Marketing & Public Relations Specialist
Bristol Development Authority
Phone: 860-584-6190

Justin Malley, Executive Director
Bristol Development Authority
Phone: 860-584-6185

Bristol Development Authority Adds All Heart App to Website

(May 24, 2017) – One of the main goals for any website is to allure visitors to come back to the site repeatedly. The Bristol Development Authority (BDA) has just launched a streamlined way to access the Bristol All Heart (www.bristolallheart.com) website easier by offering a free application when visitors log on to the website.

“We closely monitor our visitors’ behavior and preferences through advanced metrics and personal feedback. For the first six months of the year we found that over half of our visitors visit the All Heart site on a mobile device – smartphone or tablet,” said Mark Thomas, BDA marketing and public relations specialist. “Our new app makes it easy to visit our site and learn what is going on weekly in Bristol by simply downloading the app and putting it on their mobile device’s home screen.”

According to Thomas, when visitors type in the website’s URL address in their phone’s browser, a pop-up is automatically launched asking them if they want to place the app on their home screen. Depending on whether they have an Apple (IOS) or Android platform, you hit a specific icon to confirm you want to download the app. After confirming you want the download, the iconic Bristol “B” logo will be placed on the home screen and it operates like any other application.

“It’s important we make it easy for people to find the hidden treasures that we have in Bristol. Over the first part of the year, Mark has been working on the site to enhance the content and navigation,” said Justin Malley, BDA executive director. “The site has always been a good source of information for residents, local businesses, and visitors. Our aim is to make sure that before the tourist season gets in full swing, everyone who in our City will have a good resource for finding Bristol’s attractions. Now, this is as close as the palms of their hands.”

Launched in late 2015, the Bristol All Heart website’s 2017 visits are up over 25% from the previous year with 78% of those logons coming from “unique” or new visitors to the site. Thomas feels the site is still undergoing transformation. He added that the BDA has been working on the site’s “backend” search engine optimization (SEO) features. SEO affects the rankings in which sites are listed when someone does an internet search on Google, Bing or Yahoo. This is important for businesses thinking of coming to Bristol, as well as tourists and residents who are looking for attractions in town.

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Instructions for downloading the free Bristol All Heart application

iPhone (IOS)

Using your browser, type in the Bristol All Heart website www.bristolallheart.com



When the pop-up appears, tap the home page icon to add this to your home screen.



On the next screen, tap the "Add to Home Screen" button and you are all set. Now, the Bristol All Heart website will only be one tap away.



Android

When the pop-up appears, tap the page action icon to add this to your home screen.



When the pop-up appears, tap on the Add to Home Screen button



When the pop-up appears, tap "Add". Now, the Bristol All Heart website will only be one tap away.



About the Bristol Development Authority. The Bristol Development Authority (BDA) works to improve the physical, economic, and social environment of the Bristol community by serving as the primary governmental organization dedicated to promoting commercial development, to preserving and improving the City's housing stock, and to securing and administering the resources required to carry out these goals. The BDA is overseen by an appointed nine-member Board of Commissioners which governs economic and community development policies for the City. For more information, log onto www.bristolallheart.com or by email to bda@bristolct.gov.