

Internet Gateway Hits Lucky Number Seven

Website offers additional informational resources for Alberta's technology sector

BY T.L. DUDAR

INFOPORT.ca celebrated its seventh year as the 'go-to' resource website for extensive information on Alberta's technology sector. The site offers vast, rich and in-depth information such as industry directories, links to multiple resources, agencies, news and current events. So broad is the scope of information found within the site that users urged its creators to simplify its functionality and improve accessibility to the mass of information for the tech sector ecosystem. As a result, the INFOPORT.ca website is sporting a new look and has morphed into an enhanced interactive, user-friendly, pan-provincial gateway site for Alberta's technology community.

Anyone involved with the tech sector recognizes that this ecosystem encompasses many agencies, business support services, academia, entrepreneurs, researchers, companies, government agencies, funding groups, on-going events and more. Searching for current and up-to-date information on this expanding sector and its sub-sectors can be a daunting task; INFOPORT.ca delivers a one-stop information resource on the advancing technology sector.

The navigational modifications allow visitors to pilot the site more efficiently through the vast pool of information on the tech community and its supporting services. Clearly identified sub-sector categorized tabs, quick links access, company directories, news and events, links to resources and search options grant users access to a broad range of information effortlessly and with simplicity. "Our users value the website as a key resource to access information on Alberta's growing tech sector, however, the scope of information grew substantially and navigating the site was challenging, so we enhanced the site's navigational structure based on our users' and client feedback. Now, the site not only allows the user to navigate with ease, it also provides more depth to their search. No matter what information you are seeking on the Alberta tech sector, you can find it here," says Jesse Hollis, INFOPORT Manager, Calgary Technologies Inc.

New features added to the website are the RSS feed and feedback tool. These new features allow visitors to stay connected with up-to-date news and events and an opportunity to provide valuable feedback on the site. The RSS feed function, when engaged, opens the list of current news and events, which means no more searching through a multitude of sites to find this information; a great way to stay connected. If you see an event you would like to



- 100,000 company viewings annually
- 132,000 page-views annually
- 7,200 unique visitors
- 300+ events posted annually

participate in, simply click on the 'Add to Outlook' link and it will automatically update your calendar.

The feedback tool allows users direct access to provide feedback, information and suggestions about the site. When engaging the feedback tab, visitors can ask questions, share ideas, report problems and even give kudos to the team. "We value our users' feedback and this tool provides an opportunity to become actively involved with the evolution of the INFOPORT.ca site", says Hollis. "Their feedback will enable us to continue developing this gateway site offering the most comprehensive information resource website on the technology sector for Alberta."

In addition, the site hosts a company directory. With over 16,000 listings, this directory is the most extensive collection of technology and technology-related companies in Alberta. Companies can register their information to the searchable database where site visitors can search the directory based on sector and/or industry, providing additional exposure for your company and a beneficial info source for the browser.

INFOPORT.ca., is the internet gateway to the tech sector ecosystem populated with an array of resources, tools, directories and interactive capabilities ready to accommodate any search quest...so what are you waiting for? INFOPORT.ca is just a click away.

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