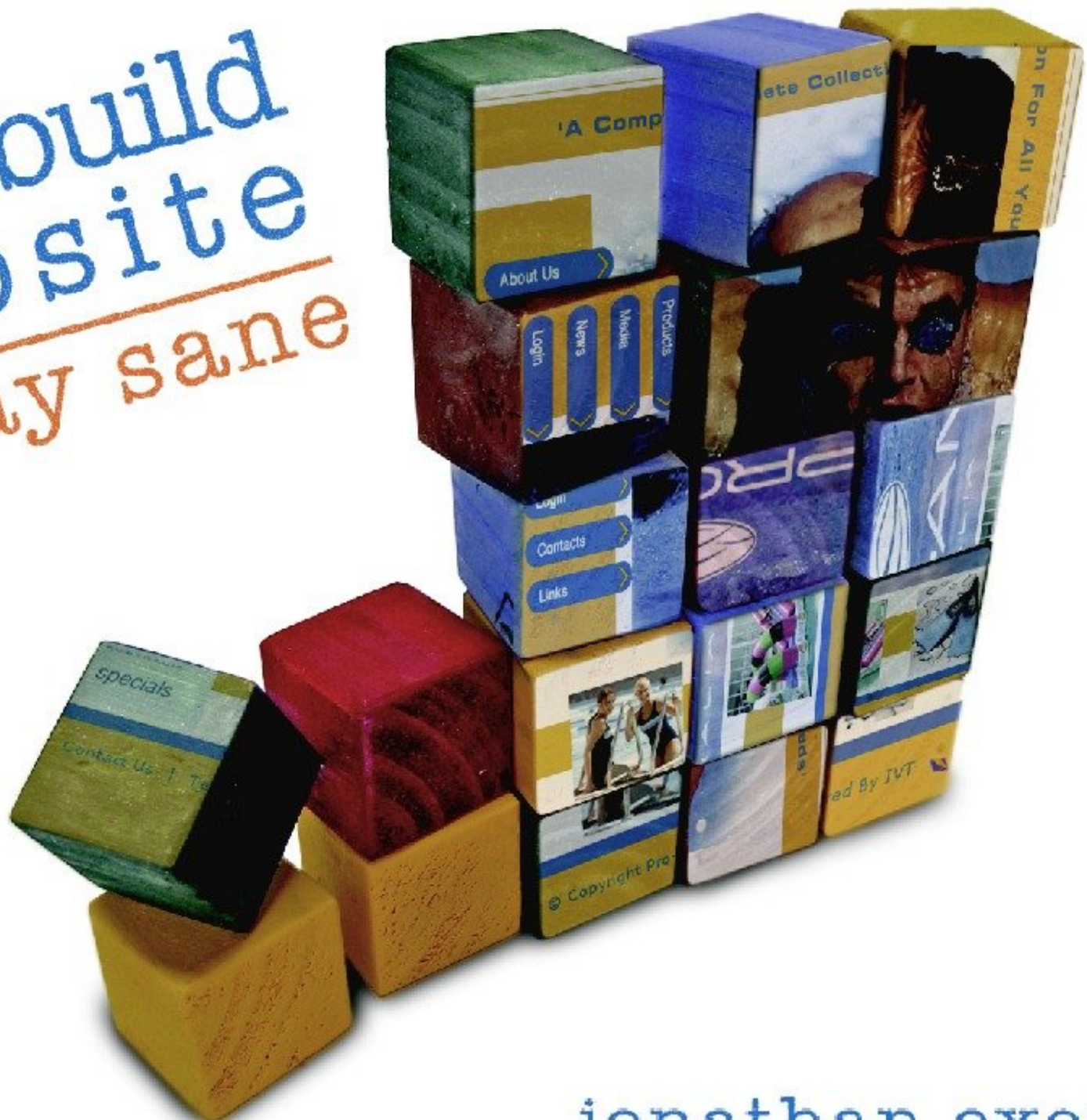


how to build
a website

and stay sane



jonathan oxer

Getting Started



Getting Started

What can a website do anyway?

- ♦ Simple online business card
- ♦ Complete online store
- ♦ Customer service tool
- ♦ Build customer database
- ♦ Build a community around your business
- ♦ Internal tool (intranets)
- ♦ Partner tool (extranets)

Getting Started

In-House or Outsource?

- ♦ Value your time
- ♦ How much do sites cost?

Getting Started

Internal And Developer Staff

- ♦ Website manager
- ♦ Section editors
- ♦ Contributors

- ♦ Project manager
- ♦ Account executive
- ♦ Information architect
- ♦ Marketing consultant
- ♦ Design manager
- ♦ Designers

- ♦ Production specialists
- ♦ Database developer
- ♦ Copy writers
- ♦ Technical writers
- ♦ System administrator
- ♦ Office administrator

Getting Started

Types Of Developers

- ♦ Advertising agency
- ♦ Ma n Pa web shop
- ♦ Graphic design house
- ♦ Internet consultant
- ♦ The neighbour's son's classmate
- ♦ Integrated developer
- ♦ The mega developer
- ♦ The great developer die-back

Getting Started

Obtaining Quotes

- ♦ Where do you find them?
- ♦ How do you assess them?
- ♦ Focus on needs, not technology

Getting Started

Contracts And Documentation

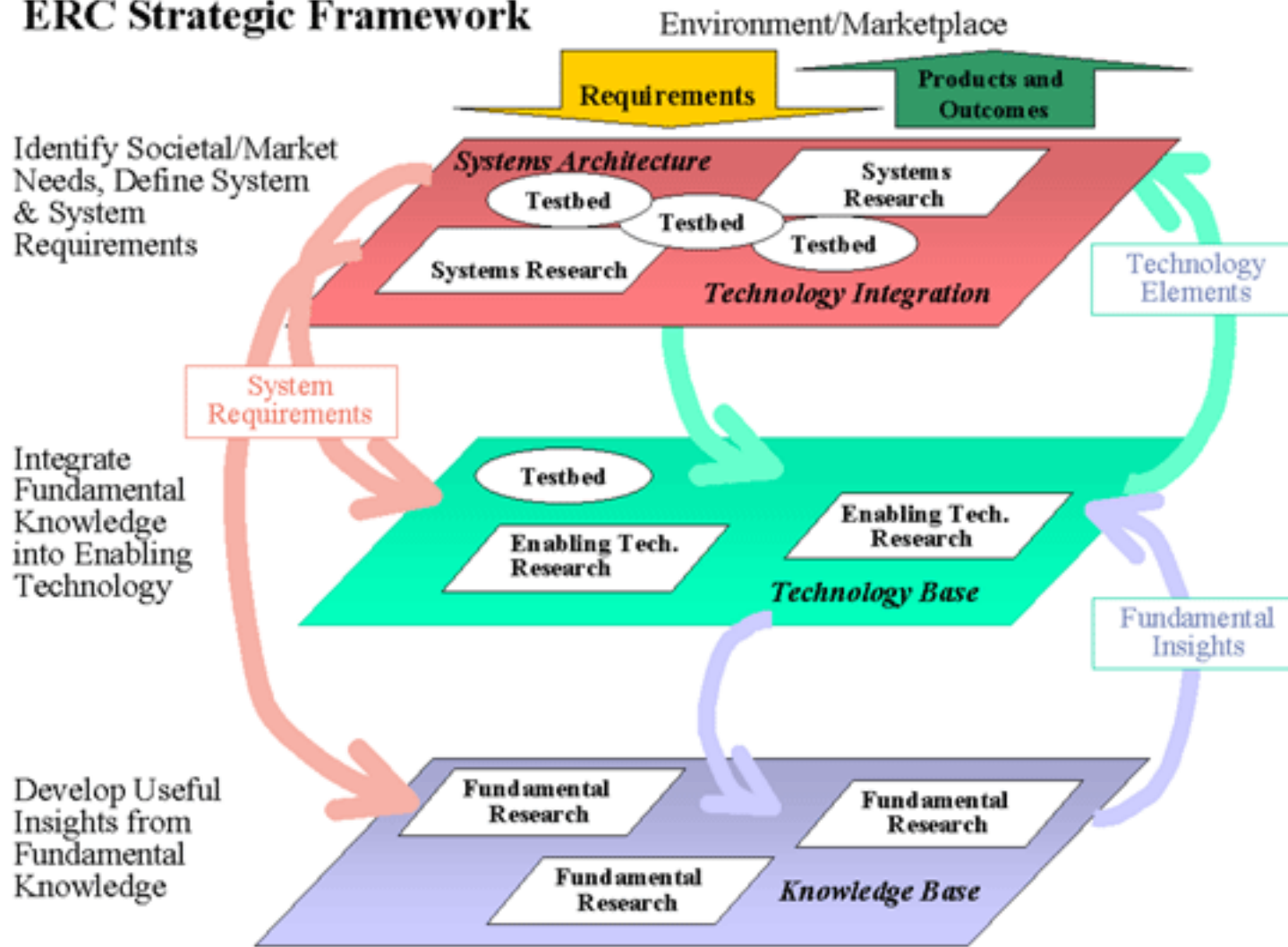
- ♦ Non-disclosure agreement
- ♦ Project scope / synopsis
- ♦ Quotation
- ♦ Purchase order
- ♦ Change orders
- ♦ Copyright permission contract
- ♦ Maintenance agreement

Phase 1: Strategic Planning

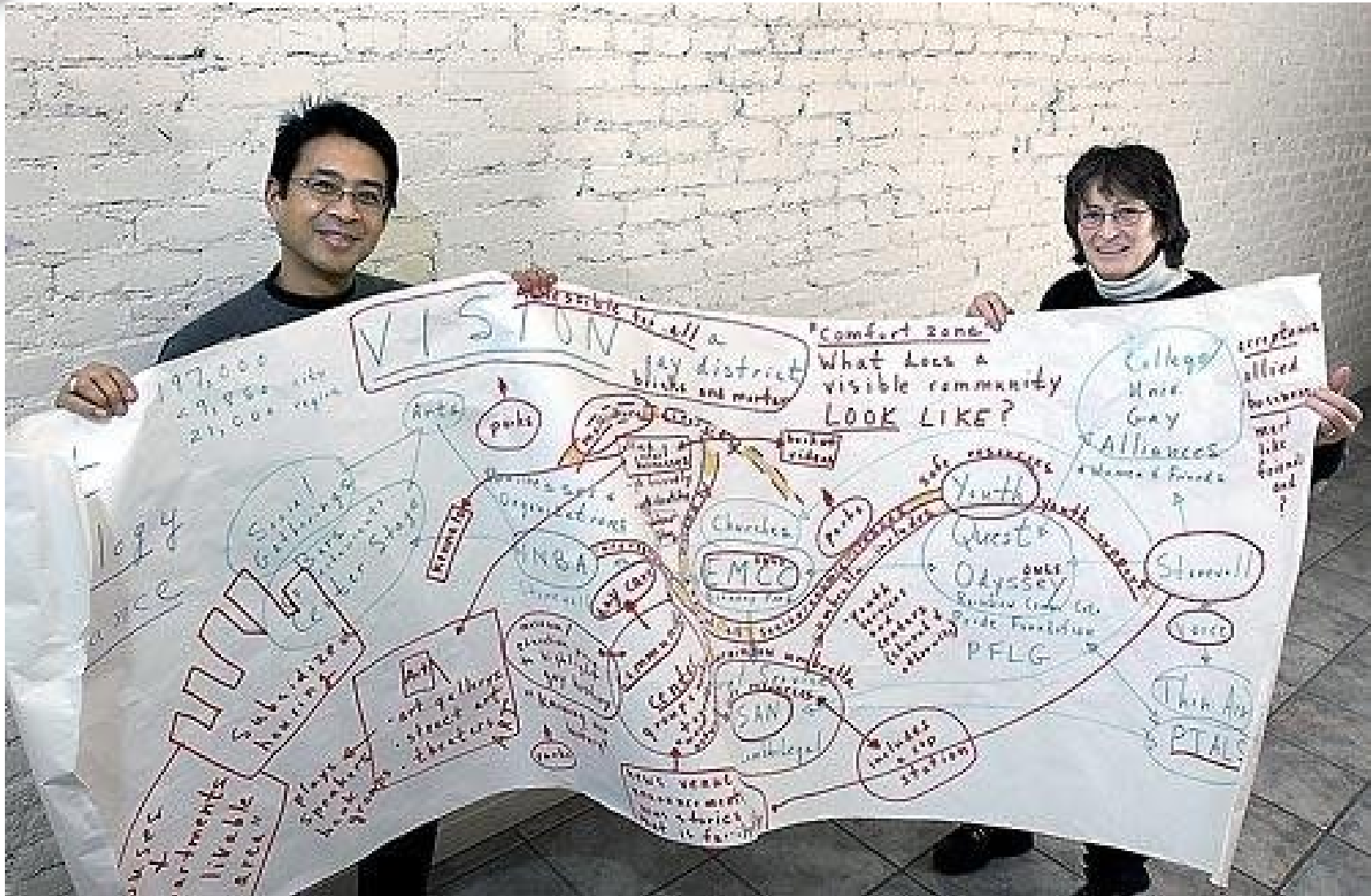


Phase 1: Strategic Planning

ERC Strategic Framework



Phase 1: Strategic Planning



Phase 1: Strategic Planning

Objectives

- ◆ Product sales
- ◆ Lead generation
- ◆ Increased brand awareness
- ◆ Reduced overheads
- ◆ Internet familiarity

Phase 1: Strategic Planning

Your Target Demographic

- ◆ Personalise the market
- ◆ Creating demographic profiles
- ◆ Beyond demographics: psychographics
- ◆ Beyond psychographics: behaviour analysis

Phase 1: Strategic Planning

Revenue Models

- ♦ Online sales
- ♦ Referral income
- ♦ Content fees
- ♦ Advertising

Phase 1: Strategic Planning

Site Structure And Focus

- ♦ Domain name
- ♦ The magic number 7 (+/-2)
- ♦ Non-linear information
- ♦ Levels of navigation
- ♦ Site maps
- ♦ Depth of information
- ♦ Call to action

Phase 2: Design and Engineering



Phase 2: Design and Engineering

The Design Brief

- ♦ Corporate colours and logo
- ♦ Existing marketing material
- ♦ Reference sites
- ♦ Site structure
- ♦ Revenue model
- ♦ Target demographic
- ♦ Technical requirements

Phase 2: Design and Engineering

Design Concepts and Drafts

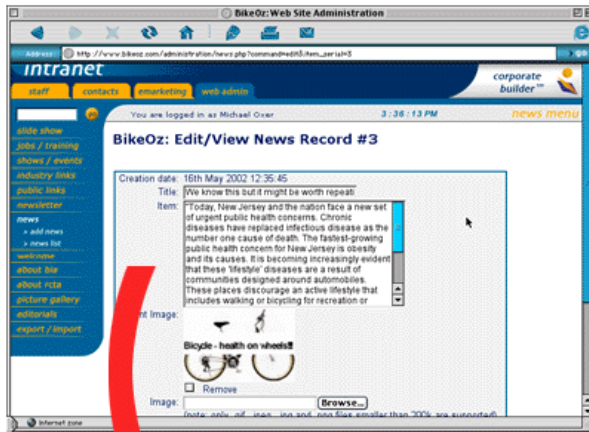
- ◆ Initial design comps
- ◆ Design review process
- ◆ The final design
- ◆ Image slicing

Phase 2: Design and Engineering

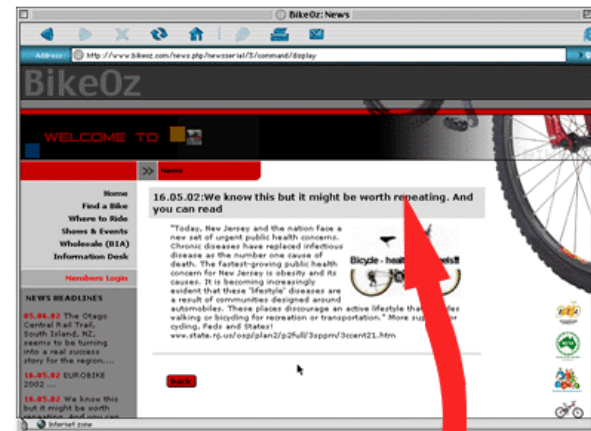
Back-End Engineering

- ◆ Content, functionality and interface

Administration system



Public web site



Content database

Serial	Image	Title	Text
1	1.gif	News it...	This is the first news it
2	2.gif	Testing...	This is the second...
3	3.gif	Wow, r...	How cool is this! It...

Phase 2: Design and Engineering

E-Commerce Issues

- ♦ Price structure
- ♦ SSL certificates and secure servers
- ♦ End to end security
- ♦ Accepting credit cards

Phase 3: Production



Phase 3: Production

Content

- ♦ The content creation team
- ♦ Content creation tools
- ♦ Content management systems
- ♦ Approval processes
- ♦ Time-critical content
- ♦ Data-source synchronisation

Phase 3: Production

Writing For The Web

- ♦ Reading rate and comprehension
- ♦ Reading versus skimming
- ♦ Formality
- ♦ Person and identity
- ♦ No spelling mistaykes

Phase 3: Production

Multilingual Content

- ♦ Machine translation
- ♦ Navigation buttons and headings
- ♦ Twice the languages, twice the work

Phase 3: Production

Hosting

- ♦ What is hosting?
- ♦ Why not host it yourself?
- ♦ Virtual servers
- ♦ Dedicated servers
- ♦ Server colocation
- ♦ Extreme performance options
- ♦ Support

Phase 4: Launch and Promotion



Phase 4: Launch and Promotion

Promoting Your Site

- ♦ Type in your URL
- ♦ Click a link from another site
- ♦ Find you in search results

Phase 4: Launch and Promotion

Multi-Touch Marketing

- ♦ The traditional spiral
- ♦ Different media, different strengths
- ♦ Starting your spiral
- ♦ Landing pages
- ♦ Closing the loop: permission push marketing

Phase 4: Launch and Promotion

Site Cross-Linking

- ♦ Put yourself in their shoes
- ♦ Be where your market is
- ♦ Become part of the culture

Phase 4: Launch and Promotion

Search Engines

- ♦ Search engine basics
- ♦ Hierarchical lists vs keyword systems
- ♦ Getting onto hierarchical lists
- ♦ Getting onto keyword search databases
- ♦ Keyword search algorithms
- ♦ Headings, keywords, and meta tags
- ♦ Link density
- ♦ User profiling

Post Launch: Running The Site

Now Serving

0001

**TAKE A
NUMBER**

9359



Post Launch: Running The Site

Customer Service

- ♦ Customer inquiries
- ♦ Live online service
- ♦ The feedback loop
- ♦ Holistic customer service

Post Launch: Running The Site

Understanding Traffic Statistics

- ♦ Page counters must die!
- ♦ Hits must die!
- ♦ Page views
- ♦ Accessing traffic statistics
- ♦ Visits
- ♦ Entry and exit pages
- ♦ Time, domain and browser reports
- ♦ Referrer report

Post Launch: Running The Site

Maintenance And Updates

- ◆ Content updates
- ◆ Functional updates
- ◆ Cosmetic updates
- ◆ Maintenance budget

Thanks for listening!

More information:
www.stay-sane.com

Feedback?
www.stay-sane.com/survey

My Blog:
jon.oxer.com.au



jonathan oxer