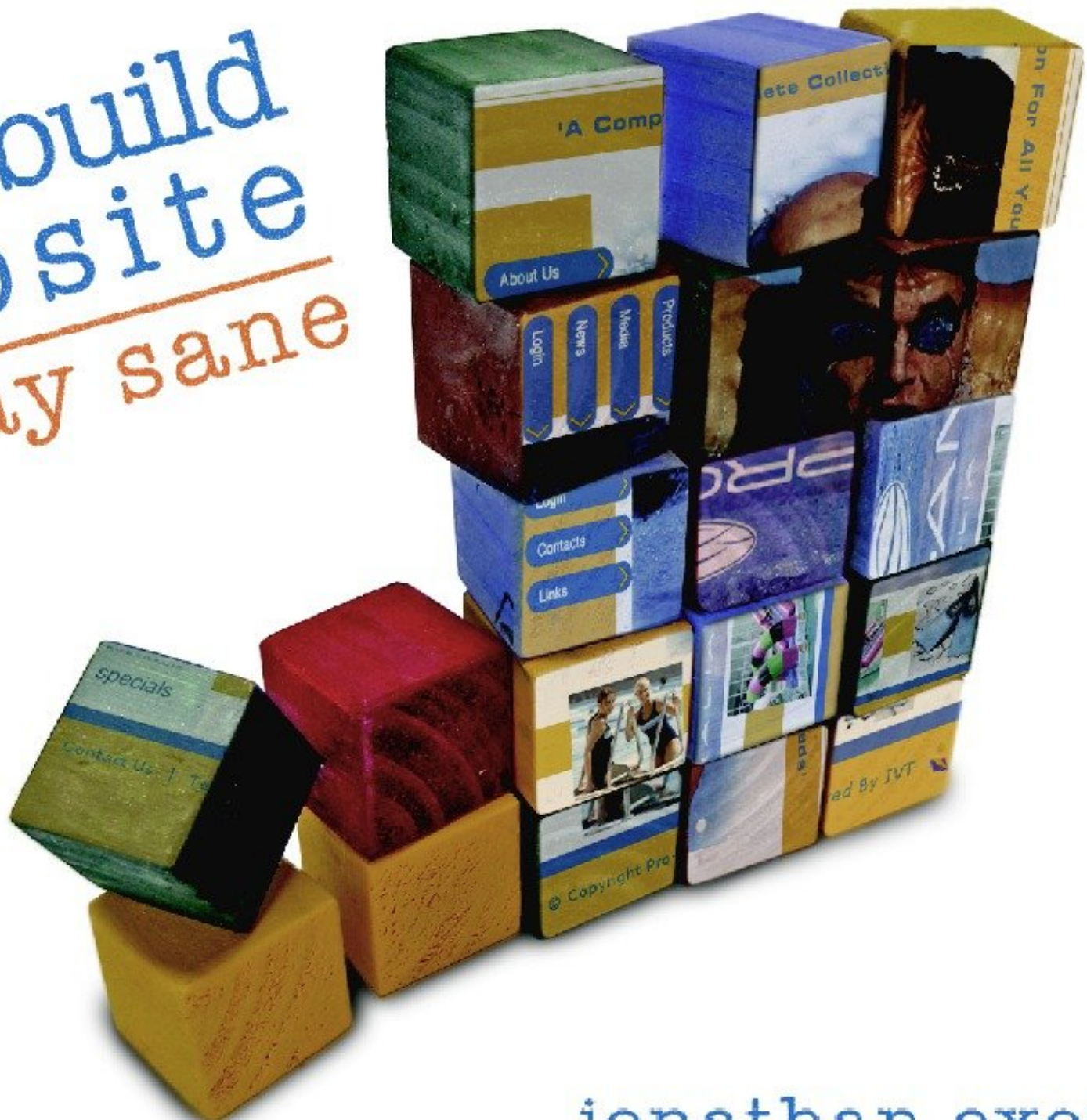


how to build
a website

and stay sane



jonathan oxer

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**Don't let
technology
be the focus**



eBusiness is still Business

**It's all in
the process,
silly!**

Getting Started

Stage 1: Strategic Planning

Stage 2: Design and Engineering

Stage 3: Production

Stage 4: Launch and Promotion

Post Launch: Running The Site

Getting Started

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In-house

or

outsourcing?

Value your own time

Developer's Staff

- ◆ Project manager
- ◆ Account executive
- ◆ Information architect
- ◆ Marketing strategist
- ◆ Design manager
- ◆ Designers
- ◆ Production specialists
- ◆ Database developers
- ◆ System administrator
- ◆ Copy / technical writers
- ◆ Office administrator

Client's Staff

- ◆ Website manager
- ◆ Section editors
- ◆ Contributors
- ◆ Copy writers
- ◆ Photographers

Types Of Developers

- ◆ Advertising agency
- ◆ Man Pa web shop
- ◆ Graphic design house
- ◆ Internet consultant
- ◆ The neighbour's son's classmate
- ◆ Integrated developer
- ◆ The mega developer

Obtaining Quotes

Where do you find them?

How do you assess them?

Focus on needs, not technology

Contracts And Documentation

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

Getting Started

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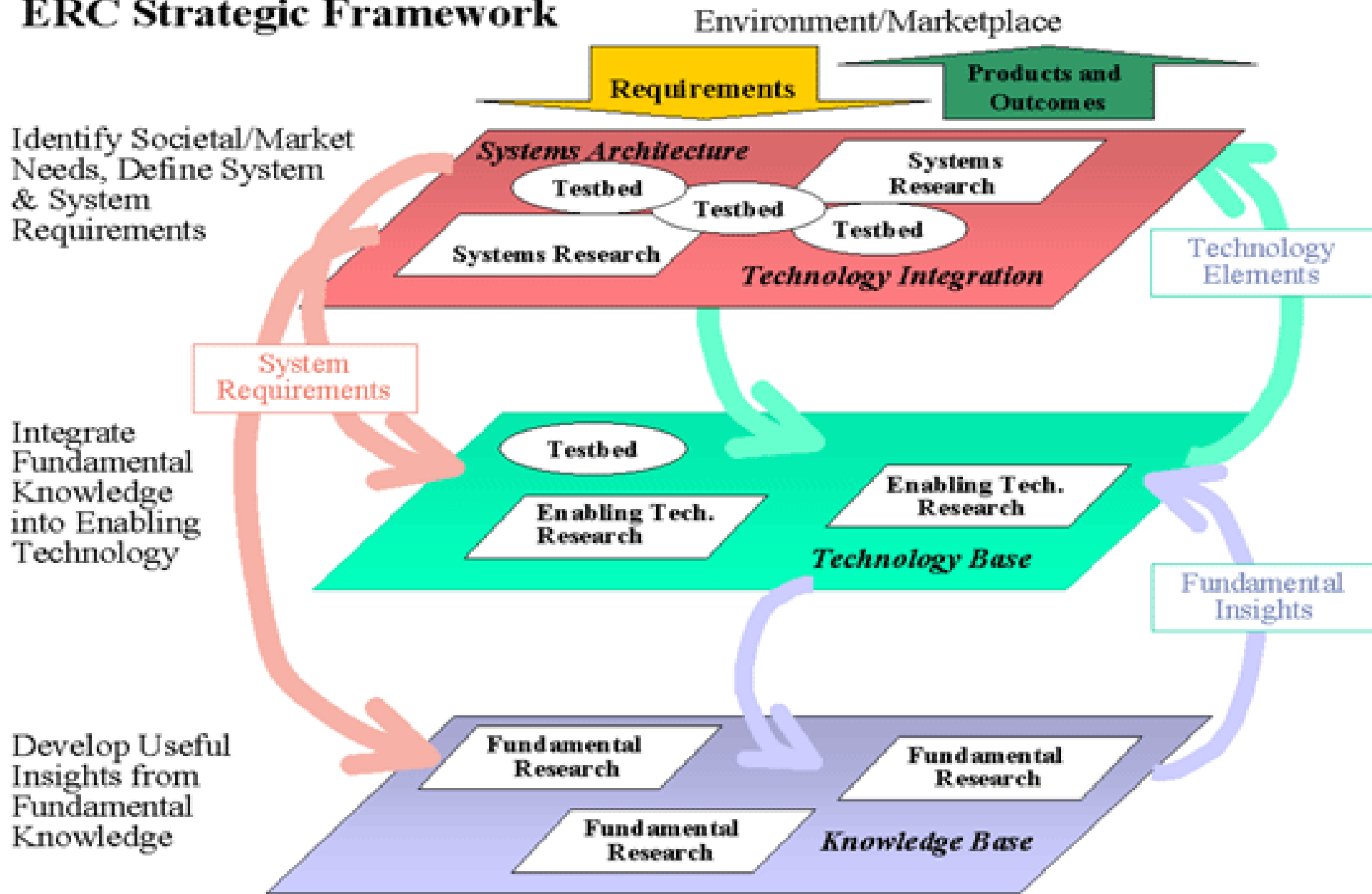
Stage 4: Launch and Promotion

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ERC Strategic Framework



State your objectives

Lead generation
Product sales
Brand awareness
Community building
Market research
Reduced overheads
Internet familiarity

Who are you talking to?

Personalise the market:

demographic profiles

Name: Jonathan Oxer

Age: 36

Status: married

Children: 2

Income: \$50k

Occupation: programmer

Hobbies: hardware hacking, cycling, writing, looking stupid in front of large groups of people



Beyond demographics: psychographics

Beyond psychographics: behaviour analysis

**Revenue models:
show me
the \$\$\$\$!**

Revenue models:

Online sales

Referral income

Content fees

Subscriptions

Advertising fees

Site Structure And Focus

Domain name

The magic number 7 (+/-2)

Non-linear information

Levels of navigation

Depth of information

Site maps

Call to action

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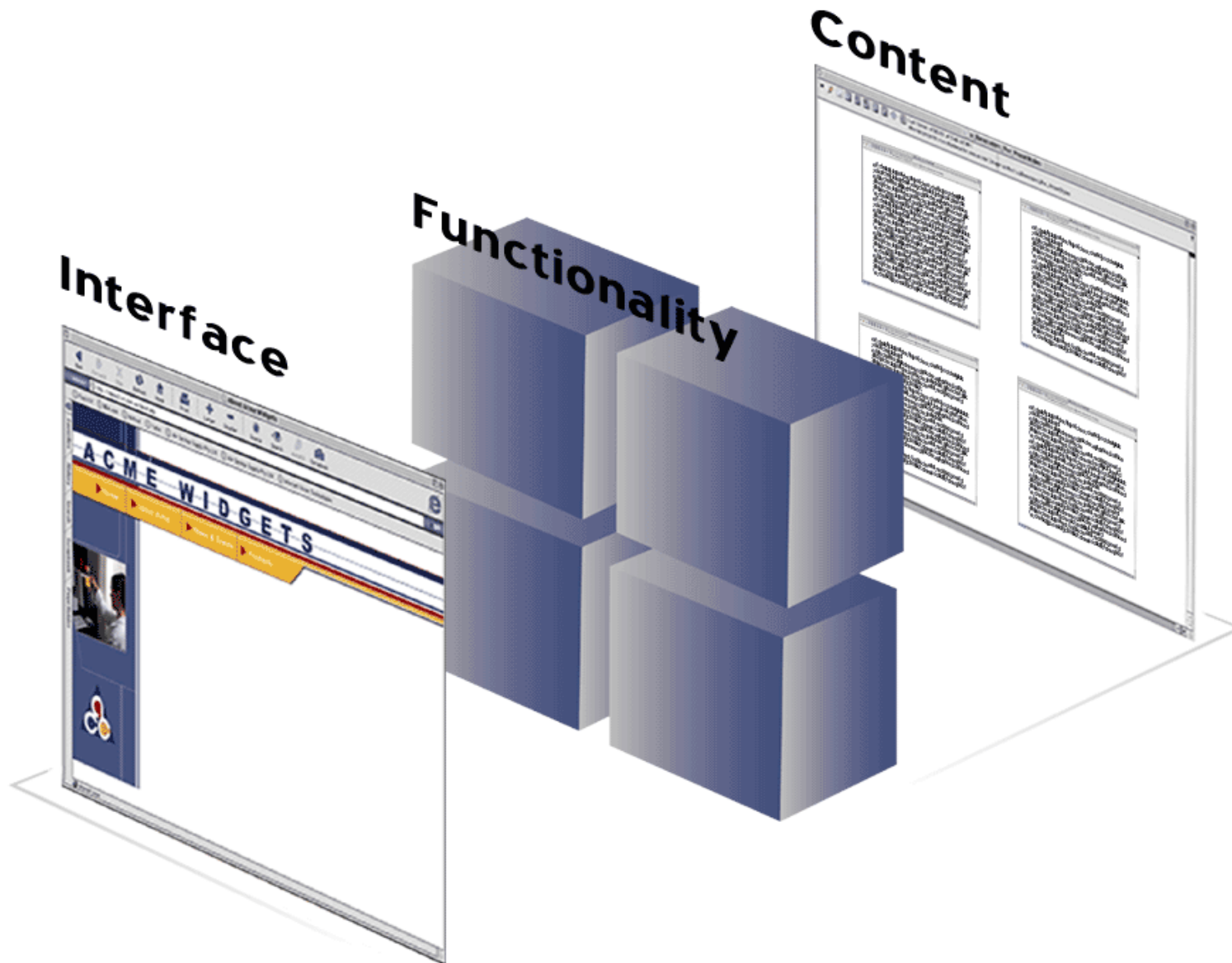
The Design Brief

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

Design Comps

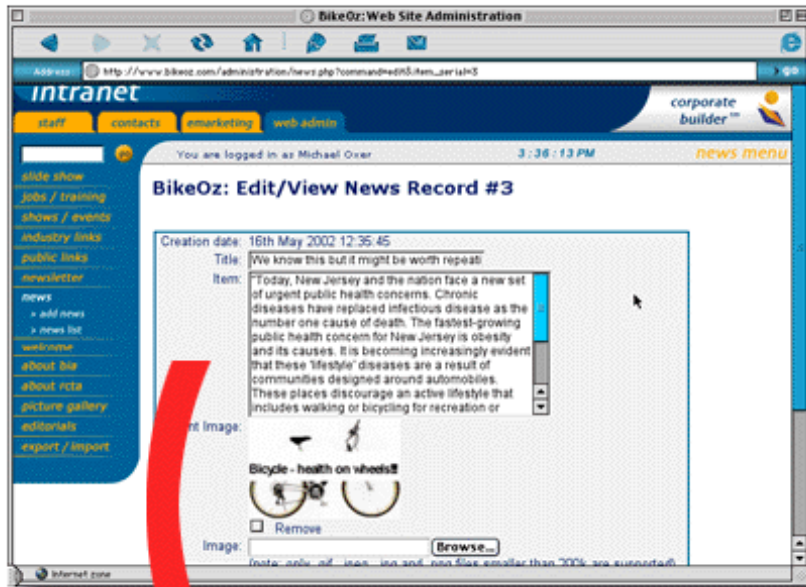
Initial design comps
Design review process
The final design
Image slicing

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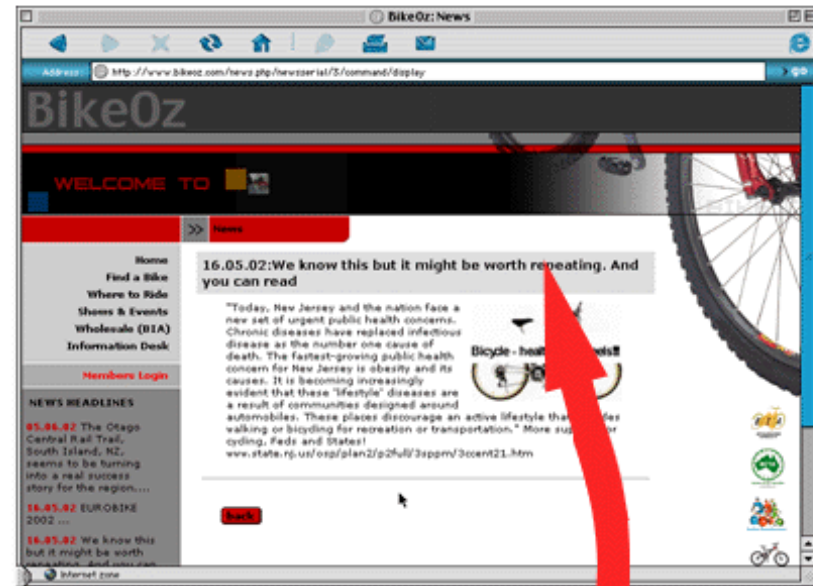


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Administration system



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...

E-Commerce

Price structure

SSL certificates / secure servers

End to end security

Accepting credit cards

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Content

The content creation team

Content creation tools

Approval processes

Time-critical content

Data-source synchronisation

Writing For The Web

Reading rate / comprehension

Reading versus skimming

Formality

Person and identity

No spelling mistaykes

Hosting

What is hosting?

Why not host it ourselves?

Virtual / dedicated servers

Colocation

Extreme performance

Support

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Reaching Your Site

1. Type in your URL
2. Click a link from another site
3. Find you in search results

Multi-Touch Marketing

Different media, different strengths

The traditional spiral

Starting your spiral

Landing pages

Looping: permission push marketing

Site Cross-Linking

Put yourself in their shoes

Be where your market is

Become part of the culture

Search Engines

Hierarchical lists / keyword systems

Getting onto hierarchical lists

Getting onto keyword search databases

Ranking algorithms

Personalisation / user profiling

Optimise for humans

Getting Started

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Now Serving

0001

**TAKE A
NUMBER**

9359



Customer Service

Customer inquiries

Live online service

The feedback loop

Holistic customer service

Traffic Stats

Page counters must die!

Hits must die!

Page views / visits report

Entry and exit pages report

Time, domain and browser reports

Referrer report

Maintenance / Updates

Content updates

Cosmetic updates

Functional updates

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Thanks for listening!

More information:

www.stay-sane.com

Feedback?

www.stay-sane.com/survey

These slides:

jon.oxer.com.au/talks

My blog:

jon.oxer.com.au



jonathan oxer