



Managing Web Content, GTC

May 13, 1998

- **Tech Prose, Integrating technology with the way people work**
 - Documentation & Training
 - Web Development
 - Information Technology Staffing
- **Doing business in California since 1983**



Objectives

- Understand the business process
- Understand how to think for Internet presentation
- Understand options for content management
- Understand how to plan and budget for effective content management



Why the Internet?

- Logical extension for today's business processes
- Inexpensive, universal access to information
- 24-hour, geographically independent availability
- Relatively inexpensive to produce (cost is in maintenance)



The Web: an Evolution

- Marketing
- Useful information
- Education
- Services
- Forms
- Transactions



Potential of the Internet

- Asynchronous browsers with increasing intelligence
- Daily transactions (job postings, health tips, airline schedules, forms)
- Daily commerce (estimated at over \$4 billion in 1998)
- Increased audio and video capacity



The Business Direction

- Initiatives to transform government processes
- Integrated service: the entire business process from inquiry through transaction through follow-up on-line and dynamic update
- Forms-based data entry
- Dynamic content, updated often



The Business Process

- Replaces paper, phone, and fax, but a fundamentally different medium: an integrated, long range architecture
- All elements must fit
- Designers must first analyze the business process, then create an electronic alternative



Content Management: The Process

- Define the audience
- Define the users
- Define your objectives
- Plan update strategy
- Select tools
- Budget for ongoing updates



Content Management: Tools

- Database-generated pages (Real-time or published)
- FileMaker Pro, Access, MS SQL, Tandem NSSQL, Oracle, Informix
- Cold Fusion
- Off-the-shelf products



Benefits of Content Management Strategy

- Multiple contributors able to edit content in real time without learning new tools
- Ease of use
- Speed of update
- Cost savings
- Audience satisfaction



Content Design: The Process

- Create templates
- Create style guide
- Designate project manager--a key
- Create policies and procedures
- Document procedure for update
- Provide training as necessary
- Monitor ongoing content management



Design for the Future

- Architecture that accommodates growth
- Statistics on web site usage
- Mechanisms to gather feedback
- Web site as a business tool: trends, tools, competition, what's next



Getting the Word Out

- Search engine registration
- Reciprocal links
- Contests on your site
- Online press releases
- Register with “Best of the Web Contests”
- Advertising the site



Basic Design Rules

■ Writing for the screen

- short, declarative sentences
- active verbs
- chunked text


■ Selecting colors

- intelligent use of color for identity and emphasis
- limited palette



Graphics: the Key to Perceived Value

- Good graphic design is a science and an art
- Audio, video, animation
- A little goes a long way
- That little is the difference between excitement and boredom
- Plan for appropriate user bandwidth



Internet Development Requires Internet Thinking

- Exploit the linking ability of the web
- Incorporate non-linear design
- Customize the experience
- Less is more
- Design for high end, test on low end