



Creating an Outstanding Web Presence

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Objectives

As an outcome of this session, we will provide you with an understanding of:

- How a web presence is different from a website
- The professional approach to web presence development
- Your next steps for creating an outstanding web presence

Agenda

- Website vs. Web Presence
- The Professional Approach
- Questions and Discussion
- Wrap-up and Next Steps

Web Site vs. Web Presence

Think Outside the Site

- Many of us worry about our “website”
 - ▶ How **big**?
 - ▶ How **cool**?
 - ▶ How **pretty**?
 - ▶ How **Web 2.0**?
- Your organization is more than an office
- Being online requires more than a website – particularly if you want to be successful

Web Presence: The Foundation

The **foundation** of a **web presence** encompasses:

- The approach an organization takes to developing their web presence
- The business objectives the presence should support
- The constituents and site visitors that the presence should engage
- The competitive landscape and where an organization fits into it
- Editorial calendars for content production

Web Presence: The Properties

A **web presence** includes several **properties**:

- Organizational or corporate website
- Engagement elements
 - ▶ Acquisition
 - ▶ Donations
 - ▶ Advocacy
 - ▶ Event Registration
- Micro (or program-oriented) sites
- Affiliate sites

Web Presence: The Support Structure

A **web presence** includes a **support structure**:

- Executives
- Online strategists
- Interactive consultants
- Visual designers
- Web producers
- Program staff
- Content contributors

Web Presence: The Marketing Vehicles

A **web presence** includes **marketing vehicles**:

- Email campaigns
- Social networking sites, such as Facebook
- Social media sites, such as Flickr and YouTube
- Search engines
- Print publications
- Partner sites

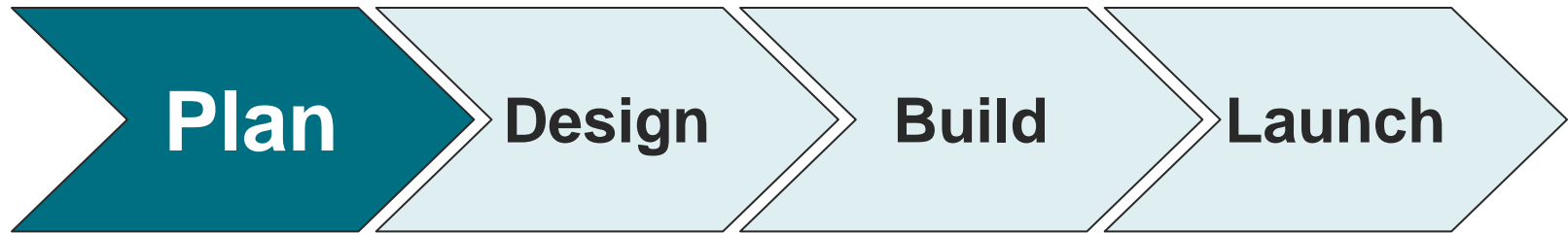
The Professional Approach

The Professional Approach

- Uses an industry standard methodology
- Includes four phases and twelve steps
- The best web presences involve all twelve steps
- Skipping steps means tradeoffs of quality



Phase One: Plan



1. **Online Strategy and Communications Planning**
2. **Discovery & User Research**



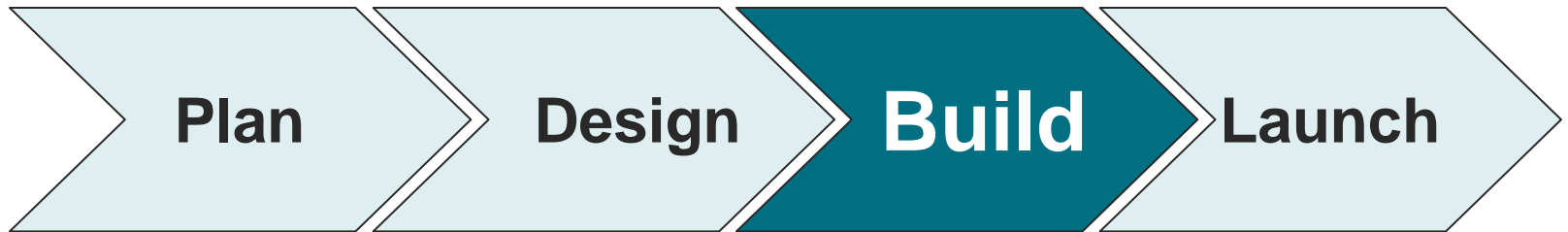
Phase Two: Design



3. Information Architecture & Interaction Design
4. Visual Design
5. Content/Editorial Planning
6. Technical Planning and Specifications



Phase Three: Build



- 7. CMS and/or CRM Deployment
- 8. Custom Development
- 9. Training

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Training
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Online CMS Classes

On-demand classes are pre-recorded and can be watched from the comfort of your computer at any time. You will need a high-speed Internet connection, the [WebEx Player](#) and speakers or headphones.

Required before CMS training courses:

- [CMS Navigation Basics](#)

Refresher after CMS training:

- [WYSIWYG Personalization](#)
- [WYSIWYG Conditionals](#)

Register for Live CMS Training

CMS Manager Workshop is a 2-day, instructor-led class. Find a convenient class date and location on the calendar below, then click on the link to learn more and register.

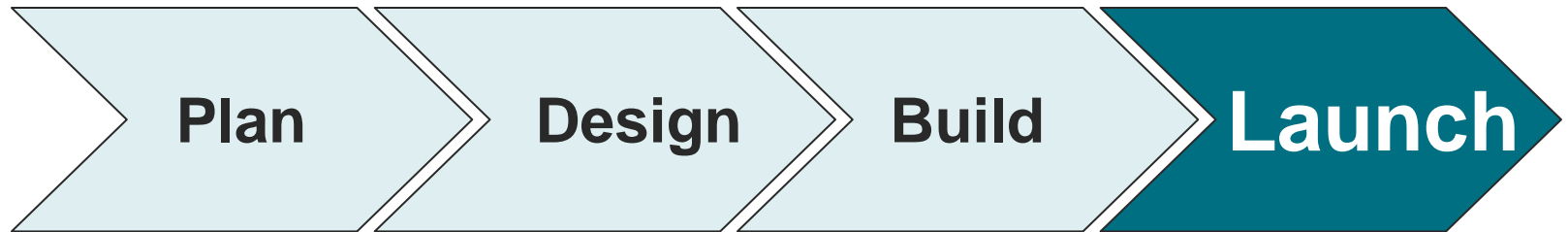
Convio also offers a 1-day, instructor-led *CMS Content Contributor Workshop*, usually conducted at a client site as part of custom deployment work. For information about holding a session of this class for your CMS content contributors, please email training@convio.com

Take the Product Tour
Take a tour of the [Convio solution](#) and its different components.

Training Downloads
Downloadable tutorials, recorded webinars, and participant materials conveniently alphabetized and [listed on one page](#).

28	2 Results Found	
29	1. L'enfant Hallmark Center	2. Lulu's Hallmark Shop #2
30	456 L'Enfant Plaza SW	Crystal City Shops
31	Washington, DC 20024	1663 Crystal Square
32	(202) 554-5274	Arlington, VA 22202
	Products Offered:	Products Offered:
	Everyday Cards, Single Everyday Cards, Boxed Everyday Cards	Everyday Cards, Single Everyday Cards, Boxed Everyday Cards

Phase Four: Launch



10. Content Production and Quality Assurance

11. Launch

12. Ongoing Campaign Management and/or Interactive Services

The screenshot shows the American Health Society website with a navigation bar and a main content area. The main content area features a 'Welcome to Health Awareness Month!' banner with a call to action to support breast cancer research. Below the banner, there are sections for 'Ongoing fundraising campaigns' and 'Make a difference' with various links and icons. A 'Latest News' section on the right lists recent articles. At the bottom, there is a section for 'Step Toward Recovery 5K Fun Walk/Run' with a photo of participants and a brief description of the event.

Questions and Discussion

Wrap-up and Next Steps

- Read the paper “Web Presence and Professional Approach” – we’ll send this to you after the webinar
- Watch your mail for an invitation to the next webinar that dives into what moving to CMS would look like
- See us at the Convio Summit:
www.convio.com/summit2008
- Contact your Account Manager for more information on Convio CMS