

# American Horse Publications

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Advanced Web Sites  
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# What we will cover

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- What is an advanced web site?
  - Trends with advanced web sites:
    - Creating Community
    - Pushing content
    - Audio and video
    - New technologies
      - Blogs
      - RSS News feeds
      - Podcasting
    - Advertising
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# What is an advanced web site?

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- Dynamically Driven site -Database-driven content
    - Static site - data updating must be done on the individual pages
    - Dynamic site - access specific information from the database after the user has filled out a form or asked for specific information
    - Dynamic site - owner only needs to update the database and not update individual web pages
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# Do I need a dynamic site?

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- Three questions you should answer before any work begins:
    - How often will the content change?
    - Who will be maintaining the site?
    - Will your web site users benefit from being able create their own unique experience on your web site?
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# Managing Dynamic Web Sites

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- ❑ Content is Separate from presentation
  - ❑ Once the design is established, you can use the database to alter the content of the site
  - ❑ Web-based tool to manage site content
  - ❑ Content authors can add content that is released on a schedule and automatically expires
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# Content Management Systems

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- If your organization has many departments and site content owners a content management system may be necessary
- Decentralized but consistent

## *Resources:*

- [http://www.steptwo.com.au/papers/kmc\\_evaluate/](http://www.steptwo.com.au/papers/kmc_evaluate/) - evaluation site
  - <http://www.cmswatch.com/CMS/> - evaluation site
  - <http://www.vignette.com/> - CMS provider
  - <http://www.microsoft.com/cmserver> - CMS provider
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# Dynamic Site Trends

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- Separation of all layers
    - Content layer – CMS – Content Management System
    - Data layer - CMS
    - Presentation layer – CSS (Cascading Style Sheets)
    - Behavior layer - Javascript
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# Trends with Dynamic Sites

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- ❑ Technology trends driving change
  - ❑ Increase availability of broadband which enables users to digest more robust applications and content such as video
  - ❑ Increased use of cell phones and Smart PDA devices
  - ❑ Push Content
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# Creating Community

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- ❑ Users want an interactive experience
  - ❑ Users want information that is targeted to their unique needs
  - ❑ Trend to push information to users vs. waiting for them to come
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# How to Create Community

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- ❑ Opt-in email/Personalized and targeted newsletters
  - ❑ Blogs
  - ❑ RSS News Feeds
  - ❑ Email forums/discussion groups
  - ❑ Chat rooms in conjunction with email forums  
*Resource:* <http://groups.yahoo.com/search?query=Horse>
  - ❑ Live chat for customer support
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# Opt-In Email Programs

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- ❑ Many off-the-shelf solutions that integrate with web sites
  - ❑ Make build or buy decision based on level of integration needed
  - ❑ Tighter integration enables targeted messages, personalized content and better stakeholder management or CRM tracking
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# Blogs Defined

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- ❑ A blog is a journal that is available on the web
- ❑ The activity of updating a blog is “blogging”
- ❑ Blogs are alternatively called *web logs* or *weblogs*.
- ❑ Blogs are typically updated daily using software that allows people with little or no technical background
- ❑ Postings on a blog are almost always arranged in chronological order
- ❑ Many use a services such as Blogger to simplify and accelerate the publishing process

*Resources:* [www.blogger.com](http://www.blogger.com), [www.incredibleblogs.com](http://www.incredibleblogs.com)

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# Blog Advantages

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- ❑ The advantage of using Blogs are that they build community
  - ❑ Great viral marketing
  - ❑ The aggregators and RSS feed that notifies them of updates to blogs
  - ❑ Some people are subscribed to hundreds of blogs, with either a desktop or web-based aggregator pushing updates
  - ❑ Whole blog communities have sprung up putting people into contact with each other to, learn, share ideas, make friends and do business
  - ❑ Blogs are spam-free
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# RSS Defined

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- ❑ Really Simple Syndication (RSS)
- ❑ RSS is a lightweight XML format designed for sharing headlines and other Web content
- ❑ Each RSS channel can contain up to 15 items
- ❑ Create and validate your RSS text file
- ❑ Register it at the various aggregators
- ❑ Any site can grab and display your feed regularly, driving traffic your way
- ❑ Update your RSS file, and all the external sites that subscribe to your feed will be automatically updated

*Resource:*

<http://www.webreference.com/authoring/languages/xml/rss/1/>

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# Podcasting

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- ❑ Podcast is an audio file in talk show format
  - ❑ Subscribe to the show and have it automatically delivered to your iPod when you plug in to iTunes
  - ❑ Don't have to be an Apple/Mac user. PC can use a media aggregator that automatically downloads content to your machine.
  - ❑ Subscribe to RSS feeds and your system handles the rest
  - ❑ Integrates automatically with iTunes, creating playlists and synching with your attached iPod
  - ❑ Great way to provide seminars and training
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# Advertising

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- Search Engine Optimization
  - Paid Advertising
  - Linking
  - Affiliate Programs – Revenue Shares
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# Search Engine Optimization

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- ❑ Page Titles – 80 characters
  - ❑ Meta tags
    - Description – up to 250 characters – include important keywords in the description
    - Keywords only used by Yahoo
  - ❑ Text – contain keywords
  - ❑ Images – alt text
  - ❑ Hyperlinks should contain keyword
  - ❑ Resource:  
<http://searchenginewatch.com/webmasters/article.php/2167891#keysupport>
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# Search Engine Optimization

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- No Frames
  - No Flash menus /No splash page
  - Text links – minimally bottom of page
  - Database driven content – static pages in front of each main section
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# Advertising – Pay Per Click

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- ❑ Google and Yahoo still the best
- ❑ Modify your campaigns if you do not achieve the results you desire
- ❑ Limit your exposure if you are learning
- ❑ Decide to manage in-house or out-source

*Resource:*

[http://www.page-zero.com/products\\_asroi.asp](http://www.page-zero.com/products_asroi.asp)

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# Advertising Basics

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- Each ad campaign should drive visitors to a unique sub-directory so results can be tracked

## *Resources:*

<http://www.coreyrudlsinsidersecrets.com/>

[http://www.wilsonweb.com/admin/p\\_newbie.htm](http://www.wilsonweb.com/admin/p_newbie.htm)

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# Linking

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- ❑ A successful linking strategy will bring customers/prospects
  - ❑ Raises your profile within your industry
  - ❑ Boosts your search engine rankings.
  - ❑ Many portals, directories, ezines, newsletters and blogs in your market sector can link to your site.
  - ❑ Linking is the most cost conservative marketing technique
  - ❑ *Resource:*
    - ❑ <http://www.ericward.com/linkstrategyrss.html>
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# Advertising

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- ❑ Affiliate program is a referral-based marketing strategy, also known as "revenue sharing"
- ❑ Merchants pay Affiliates commissions for referring business to the Merchant's website
- ❑ Merchants do not pay for advertising with their Affiliates until a sale occurs. They only pay a small commission for resulting sales

*Resources:*

*<http://www.myaffiliateprogram.com/?kbid=3051> – small businesses*

*<http://www.cj.com/?AID=1031551&PID=67839> – higher revenue sites*

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# Questions and Answers

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