

Title: Revisiting your Website Strategies

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Do you know what your users' experiences are like on your website? Are you making it easy for them to do business with you online? Are you giving them a quality website experience that represents your company and your brand? Most importantly, are they finding what they are looking for?

As websites are now the first port of call for any target audience seeking information from your organisation, you must ensure it's an easy-to-use tool and that it represents your organisation. This report is essential reading if you want to transform your website and make it into the important business tool you need. Whether your site is a public internet site, a customer-specific extranet or an employee-focused intranet, this report focuses on improving your site through improving your user's experiences – from concept, to practice and to implementation. It's full of real-world examples, success stories, project failures and case studies from a wide variety of organisations. Examples and case studies include:

- The Chartered Institute for Personnel and Development;
- The Society for Chiropractors and Podiatrists;
- Save the Children UK;
- Vodafone Global Services;
- The Carbon Trust;
- Cable & Wireless;
- AccountingWeb;
- Office Angels;
- Adecco UK;
- MORE THAN Premier;
- Selfnet; and
- BskyB.

The report also features website resources for readers to use online alongside this report.

The report aims to take the reader step by step through a website revamp.

Chapter 1 defines an effective website and why now is the time to update or re-launch it. No longer is it simply good enough to publish a brochure ware site, and then hope for the best. New tools and technologies are available and it's time to evolve your web presence into a critical business resource for your company.

Chapter 2 focuses on your target audiences, ensuring you are defining your audiences correctly and understanding their needs and requirements. Your users are becoming more sophisticated as they move through the online world and demanding more from their online experience – this chapter makes sure you can deliver.

Chapter 3 introduces one of the most important concepts of good user experience on a website – findability – or how users seek, find and act on information in their user journey. This chapter will explain what website findability is, introduce the findability methodology and give you the tools you need to make findability work for your site and your users.

Chapter 4 presents a findability case study from Save the Children UK, showing how certain tools and methodology can transform your site.

Chapter 5 focuses on how to develop an online strategy for your organisation. This strategy should encompass more than a website strategy and look holistically across your company at its online use.

Armed with improved knowledge of your users, Chapter 6 dives into the world of online content. Easy to get wrong, this chapter will steer you in the right direction, by discussing best-practice website navigation, how to use information architecture and wireframes for a user-led site structure, the importance of content formatting and making your content assets (.pdf files, audio, video and more)

work for you. This chapter also addresses knowledge management, metadata and content wrapping, as well as exploring the use of dynamic content, personalised and customised content, reachability and portable content for hand-held devices. The popular topic of buying and using content management systems (CMSs) is also discussed in this chapter.

Chapter 7 examines what makes good website design. It explains how to strike the right balance between visual and information-led design, and features expert commentary and online resources for use alongside this chapter.

Chapter 8 analyses the topics of search, metadata and taxonomy, highlighting tips and tools to make your content more findable, both from an external and local search engine.

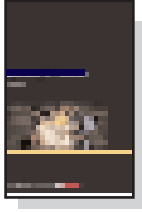
Chapter 9 discusses website aftercare in the form of business process redesign and the impact the updated or re-launched website will have on the business.

Just as important as designing a website is understanding how to measure its success – and failure. Chapter 10 discusses evaluating your website and creating a variety of metrics for use in the business, to both showcase your successes and justify budget spend.

And finally, no report would be complete without looking into the future. Chapter 11 discusses the power that Google has online, where this giant may be heading and why you should care, as well as the power of the people and social media, device and hand-held technologies and how to plan to extend your site to these platforms.

Authored by Lynda Rathbone, this report draws on her 16 years of real-world experience working with websites of all sizes and shapes and technologies and tools, both from the web consultant and managerial perspective. This report is a practical guide for web teams, marketing departments, senior management and those simply interested in transforming their site into a best-practice business resource.

# Pre Release Special "Revisiting your Website Strategy"



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