

How to get the most out of our website

What we need to know, at a minimum...

Guided Tour through our new website

Karl Weber, from Weber Web (Australia) to give guided tour

ExCo Matters: priorities, timelines, risks/mitigation, feedback

Stone	Who delivers it	By when	Notes
Technical part completed	WeberWeb	May 31	Could be sooner
Functionality of website defined	Visibility Committee WeberWeb	Mid April May 15	End date to implement any changes
Training of Anne, Sea to content edits	WeberWeb	April 6 - 13	We can start editing some content whilst website is being finalised. Anne gets extra admin training
Content clean-up complete	WeberWeb, Sea, Anne	April 30	Everything we want there from old website is in the right place
Writing some content	Hans, Rob, Sea	May 31	There won't be much but some things eg strategic plan need Exec Summary
Training ExCo and OAs	WeberWeb	May 15	To show everyone how easy it is to make changes now & upload etc
Writing new content	OAs, ExCo	June 30	New reports, flyers, task blurb, visual content etc
Website live	WeberWeb	July 1	The contract gets paid after technical part is complete but WeberWeb will live when we finish our content work

Order of priorities (feedback please)

Priority #1: OAs from **Current Tasks** to update visual content, add all new reports, re-write synopsis etc, add events to calendar, update flyer, write one blog

Priority #2: **Completed Tasks** – use Hans' report which includes links to all reports in table as placeholder

Priority #3: **News, Spotlights, Blog, ExCo** to add **Events** to Calendar

Priority #4: **Social Media** (youtube, slideshare, twitter, facebook and linkedin groups) - add content

Priority #5: **Old Tasks**, put up site for each completed Task with at least synopsis of main findings and all reports

Anything else?

	Proposed Mitigation	Who is responsible	Level of Risk before mitigation
erWeb does not fulfill technical part on time (May	Close monitoring of milestones and timelines proposed before and continued Friday updates by WeberWeb. Any urgent issues to be raised immediately to VC Chair.	WeberWeb Rob, Anne, Sea	MEDIUM/LOW
ctionality of site is not desired and technical re-e can't be completed ne/scope of contract	Start functionality testing ASAP and very clearly outline what changes would be desired with response from WeberWeb within one week as to what is possible and what would cause time/budget overruns. Then Visibility Committee can decide what functionality changes we want and which we can live without.	Visibility Committee	MEDIUM/LOW
writing and adding new content delayed after ng of how to edit site	Remind ExCo, OAs every week that this needs to be done by deadline of June 30	Sea, Rob	MEDIUM/LOW
ite new, fresher look functionality, parts of site still look dated	Remind ExCo and OAs to provide updated visual content, including photos and graphics that are not ClipArt	Sea, Rob	HIGH/MEDIUM



How to get a good website

Most importantly: Who's our audience?

Who are our **main visitors/users** of the site?

In terms of the different levels of access, what are they **looking for the most**?

Shall we do some **user analysis and/or testing** with the new website before changing content?

Making the website look and feel more modern and less cluttered (and more easy to use and find/edit things) needs to be represented in the **content for our audience**. Keep the different characters in mind in terms of what story we're telling them.

Give users a reason to visit regularly

The **content** makes the site – **frequent updates** of quality information bring in users and encourage them to return

Consider **scheduling updates** at regular intervals (weekly/monthly) to give users a reason to check back at a specific time

Always promote new updates on all available **social media**

Encourage members to **retweet, comment on and share** articles & publications to increase their visibility

Successful websites look professional

A **clunky or confusing interface** discourages users from exploring a site more deeply (we have just over 3 minutes, on average, people spent on our site now)

Outdated graphics decrease credibility – modernise old charts and images

Format new content in a **clear and concise manner** and consider **aesthetics**

Consider Search Engines

SEO (search engine optimisation) is complex, but there are a few helpful strategies to keep in mind when writing content:

Write clear descriptive **headlines** containing keywords or search terms

Include **verbose alt-text** and descriptions when adding images and include a relevant caption

Maintain links from your site to other related organisations (IEA, other IAs etc) and request they do

What do we all need to do to make it work?

Now that we (almost) have a new website which much cleaner look and feel and easier-to-edit content and functionality:

Everyone (ExCo and OAs) need to **regularly update** news and publications, especially re Task outputs

Someone (may need to pay an expert copy writer) needs to **re-write some of our content** so it is more web-friendly

We really need new pictures, graphics, **visual content** – everyone should think about how they can do that

We all need to **engage more** in the social media groups and/or our own networks to disseminate and involve our audience

Use the **new report and presentation templates** to keep a consistent and modern look and feel in all outputs

Helpful links

<http://blog.usabilla.com/7-easy-ways-to-maintain-your-website/>

<http://singlegrain.com/the-differences-between-successful-websites-and-failed-websites/>

<http://media.about.com/od/onlinemedi/a/Seo-Tips-For-Editors.htm>

<http://www.stevepavlina.com/blog/2008/02/how-to-build-a-successful-online-business/>



Visibility Committee Report

Key Points

Web stats are down from last 6 months – remedied with new

Spotlight has a new look, still needs content from everyone! F is looking for articles on DSM work in different countries and other work OAs and ExCo are involved in

Brochure updated, inserts need new **Task Flyers** especially completed Tasks (20, 21, 22 and 23. Task 24 Phase 1 is done

Social Media: - facebook group 142 members

- LinkedIn with 37 members – needs engagement

- Twitter with 247 followers and 812 tweets

- IEADSM youtube channel needs videos

- Slideshare with 142 followers and almost 10000 vi

Communications Plan: needs individual Task dissemination