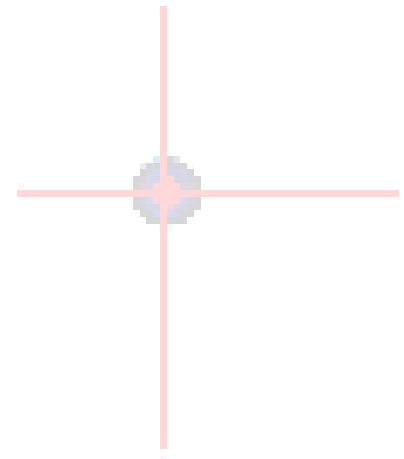


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How to Build a Better Website

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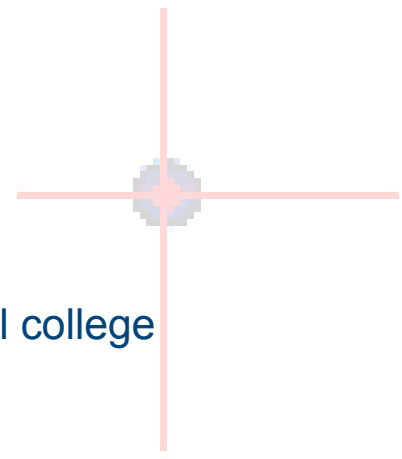
Introductions

■ Role

- Strategic Internet Consultant
- Provide guidance and leadership to companies developing online presence and e-channel development
- Teach and mentor clients to develop internal Internet skills and awareness
- Provide industry insights and competitive analysis in the online space
- Provide site analysis and strategic planning to support new initiatives
- Clients include - Enbridge, Livent, WeddingBells, ATT Canada, CIBC, OSC, Playtex, Altamira

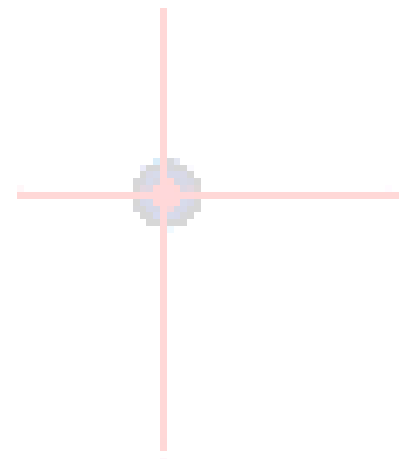
■ Experience

- 7 years of Internet experience
- 12 years of graphic production experience
- Production Manager of National regional magazine
- Technical Director of website development company
- Senior E-Business Consultant for New York start up
- Teach New Media Project Management at Centennial college



Agenda

- **What is a better website**
 - - reader
- **Current state of affairs**
 - Who is delivering what
- **Publishers advantage**
- **What is a better website - business**
- **Building a better website**
- **Presentation available online**
 - [Http://www.timusk.com/cmpa](http://www.timusk.com/cmpa)



What is a better website - reader

■ Authoritative content

- looking for a trusted and respected source
- looking for editorial perspective
- looking for guidance and leadership
- value in editorial filtering of multiple content sources
- want to see know the sources

■ More engaging

- looking an experience beyond the printed page
- looking for multiple story lines, non linear experience
- want to interact with the content and the authors
- want to develop deeper understanding, learning

■ More information

- looking for depth, background, unique perspectives, alternatives
- looking for background and detail
- insatiable desire for more - photos, specs, where to buy, advertisers
- “up to the minute” follow up on issues, ongoing development of story.

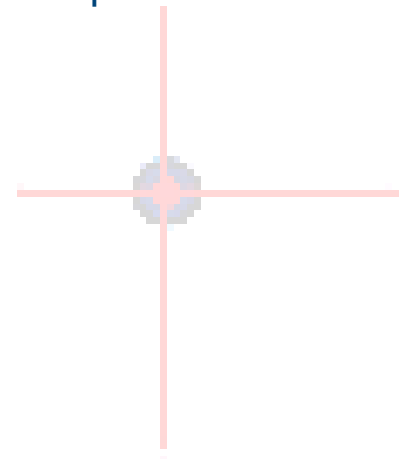
What is a better website - reader

■ Easy to access

- looking for speed - Yahoo target - 7 seconds load time
- looking easy navigation
- Looking for well organized information
- The ability to change the experience to suit personal tastes
- Enhance the experience through managed relationships
- navigation, usability, multi-channel, organization, structure

■ Reliability

- Want to have access all the time anywhere
- Want to know your site is safe
- Want to know you will respect their privacy and relationship



Current state of affairs

■ Internet bazaar

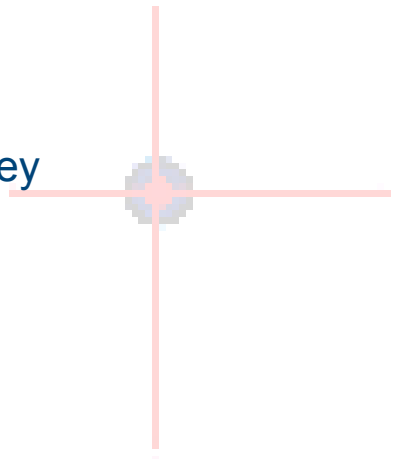
- Focus has been on commerce
- Entertainment has been fringe
- Major online “content” players are indexes, communities, or alternative commerce
- Few traditional publishers have waded in to any degree

■ The credibility gap

- Audience is suspicious of Internet based businesses
- Who am I dealing with
- Lack of faith or depth of relationships
- Brand clutter exists online - need tangible links

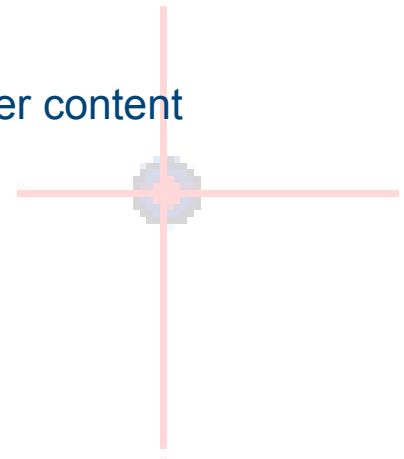
■ The shakedown

- Many web initiatives are running out of money
- Stock market dips have taken away their “funny” money
- Success cynicism
- The strong will survive



Current State of Affairs

- **Changing tide - Convergence and content**
 - AOL Time Warner deal is the model everyone is watching
 - WebTV is another version of convergence
- **Content is King**
 - People do not go out to the mall for the evening
 - They read a book or magazine, go to a movie or take in a show
 - The web will mature from “infotainment” to entertainment as the audience demands more than an interactive yellow pages.
- **Industry matures**
 - As it grows it is starting to draw on traditional media skills.
 - Increasingly the publishing staff will be poached by online initiatives.
 - they have the necessary skills.
 - Online properties are learning they need to have better content production capabilities.



why haven't publishers acted?

■ Risk aversion

- The internet business model is un-proven.
- The landscape is anything but solid.

■ Media infancy

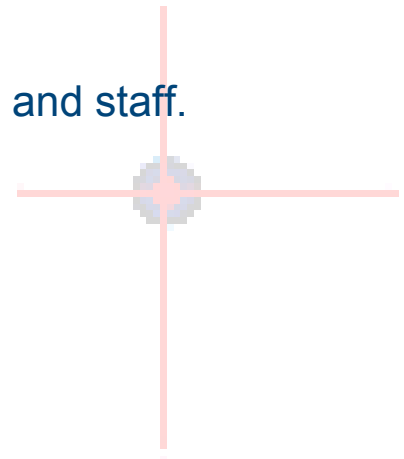
- This is a medium that has only recently matured to "mass-market" status
- Lack of "known" competitive activity

■ Fear

- Keen awareness that the advertising pool is only so deep - any new product must steal from the mother ship. Canabalization.

■ lack of resources

- Staff are already busy, money is always tight,
- New line of business is hard to develop without funds and staff.



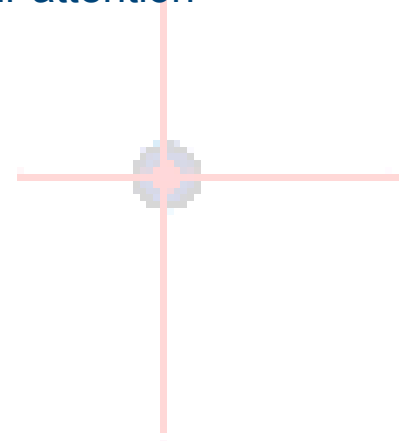
So why go online now?

■ audience relationship

- Editors know their readers, understand and respond to their intellectual desires
- Online properties have the "surfers" attention for a few minutes, like the browsing the newsstand
- Understand the value of long relationships - subscriber means something. advertiser relationships.

■ audience retention

- Publish or perish - The audience is demanding diversity in communication.
- If you don't deliver some one will.
- Leverage the existing audience and grab more of their attention - keep them from being distracted



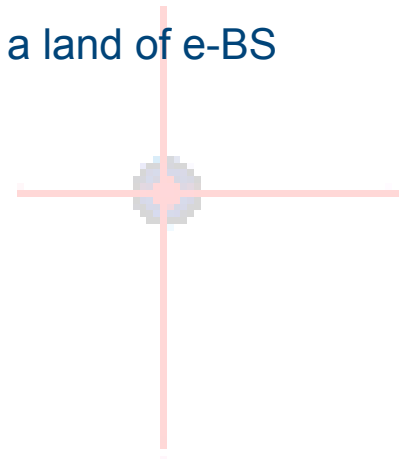
the publishers advantage

■ Editorial Voice

- Understand the art of publishing
- Value creation through word and images - story telling
- Online simply removes some of the physical limitations
- Need to understand the limitations and potential of the new medium
- "Add" layers to the existing value and create new unique value
- Blue sky the creative potential

■ Your Readers

- You have an established base of readers
- They are online looking for information
- They trust you to be there tomorrow
- You have an authoritative voice that carries weight in a land of e-BS



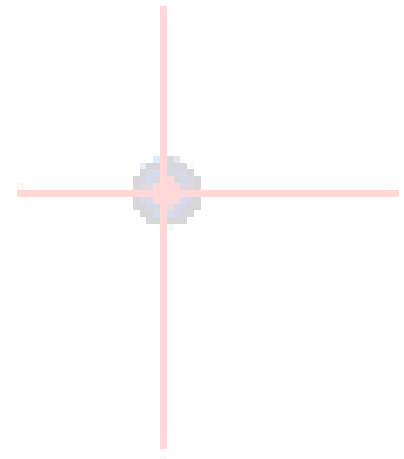
the publishers advantage

■ Strength of relationships with advertisers

- AOL/WebMD deal. WebMD hired AOL's sales force. None traditional publisher, unique knowledge, great editorial authority (ex Surgeon General) but no connection with Advertisers. Still not connected to the medical advertising community.
- Online properties still don't have the unique product specific ad force but can tap into "web savvy" advertising community
- Advertisers are eager to leverage the online channel for reaching their audience. They want to come to you first.

■ Sale force that knows the market

- Teach your sales force how to sell the value in an online presence.
- The online demographic is ideal for marketers



the publishers advantage

■ Clicks and Mortar

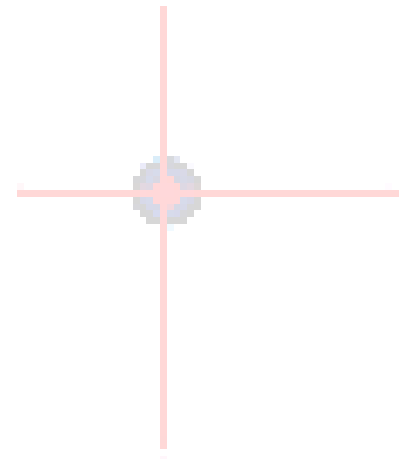
- Recognition that traditional physical presence is required to keep your virtual channel top of mind
- Pure plays are building physical channels - Amazon is building infrastructure, Yahoo has a magazine, Internet world does tradeshow.
- Only Multi channel plays will succeed.

■ Content publishing/management

- Jupiter communications recommended that companies spend 70 percent of their content management budgets on Process development.
- Current Dot Com entrepreneurs - Information Technology specialists, Web site creators, and e-commerce specialists don't understand the content development process.
- Marketers and Advertisers only understand "message development". They do not develop and engage the attention span. Spin is the primary driver. They are not restricted by journalistic codes of conduct.
- Publisher understand, in fact, excel at this process.

What is a better website - business

- **Add value to the business**
 - Increase the reach of the current brand to new markets
 - Expand existing markets across new media
 - Increase value of intellectual capital
 - Increase product offering to existing advertisers
- **New revenue streams - new lines of business**
 - Through online advertising
 - Direct email promotions
 - E-Commerce affiliations
 - New “soft” products
- **Increased growth potential**
 - Increase audience share
 - Increase advertising revenues
- **Stave off competition**
- **Leverage existing assets**



How to deliver authoritative content

■ Integrate offline with online

- Your online efforts leverage your offline brand value and audience trust
- Mutually support each other - “For more info check www.oursite.com”

■ Deliver consistent excellence

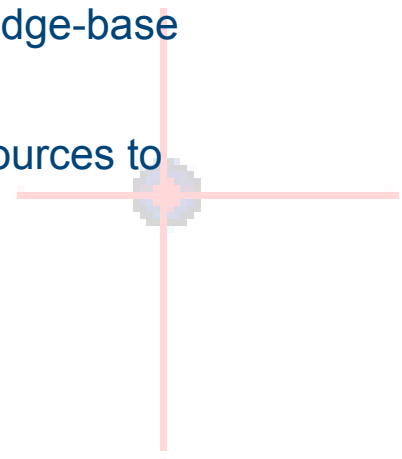
- Strive for the same journalistic/artistic excellence online that has achieved success offline
- Apply the same caliber of talent to the on and offline properties

■ Leverage existing assets

- Don’t only bring in “new experts” - Invest in training to develop expertise within core creative team
- Increase internal use of Internet to grow team knowledge-base

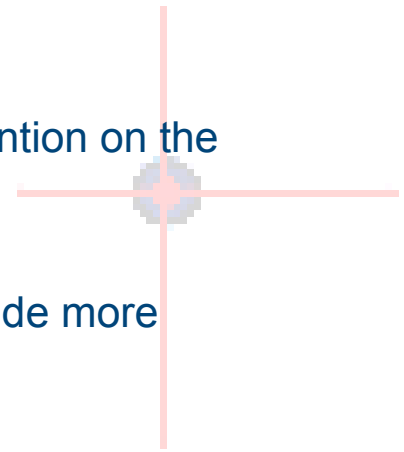
■ Integrate with online community

- Develop connections with non competitive online resources to increase “online” authority status



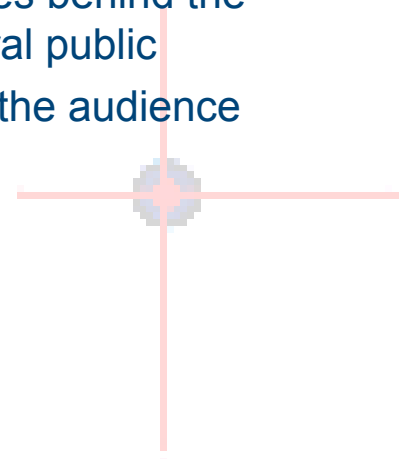
How to deliver engaging content

- **New media content is different from traditional media.**
 - More diverse - supply a broad range of content types (graphic, video, candid, text, interviews, editorial, commentary).
 - suited to the increased user interactivity - apply logic to information presentation
- **what works and what doesn't work**
 - Onscreen viewing is very different from reading
 - Large detailed images don't work because of the lack of resolution
 - Expansive landscape shots will not generate the same "breath taking emotion" in smaller format
 - New media copy needs to be short and snappy.
 - Reading onscreen is not easy. Users scan.
 - Headings should be very specific
 - Size and weight of fonts should be used to focus attention on the most important information
 - Simple colourful graphics work well.
 - Images and graphics can be "interacted" with to provide more information, leverage this



How to deliver engaging content

- **Shoot more**
 - B-T-S video, candid, process related content
 - Send photographers/videographers to cover related events
 - Increase content generation budgets
 - Recognize the difference in production values
- **Leverage offline “outtakes”**
 - Sidebars turn into online interactive features
 - Research and background become “well” of additional support content
 - Facts and figures become online quizzes and questionnaires
- **Build community**
 - Provide community areas with dialogue with authorities behind the story - writers, personalities, interested parties, general public
 - On big issues provide informal polling tools to gauge the audience
 - Chat discussion boards etc.
- **Provide ongoing coverage of popular stories**

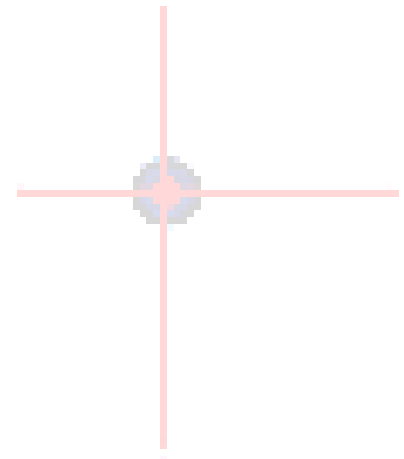


New media content development

- **Each type of content has unique production phases.**
 - text - body text, headings, navigational wording, copyrights, legal disclaimers.
 - Must be edited and written for each aspect of the project.
 - It must be copy edited for spelling and grammar, and it must be saved in a "production-friendly" format.
 - It should be organized, clearly labeled with the "home" identification clearly marked, saved in generic programming ready format, and backed up for safety.
 - images - logos, photography, illustrations.
 - All images must be converted to digital format via scanning, photoCD etc.
 - Graphics need to be sized and cropped according to the creative brief/storyboards or other image related plans.
 - They must be converted to the correct format for the final programming delivery. Ie GIF, JPEG, BMP, PICT, TIFF, EPS, etc.

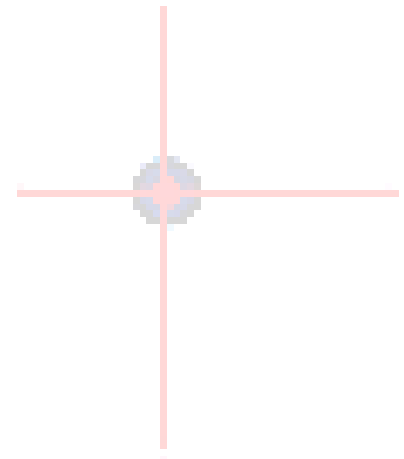
How to deliver more information

- Provide links to previously published related articles
- Provide links to related external content
- Fully develop (copy-edit and design) research and related content



How to deliver easy to access

- Smart graphic development - small, optimized, efficient
- Solid information architecture
- Content delivered in dynamic personalized experience



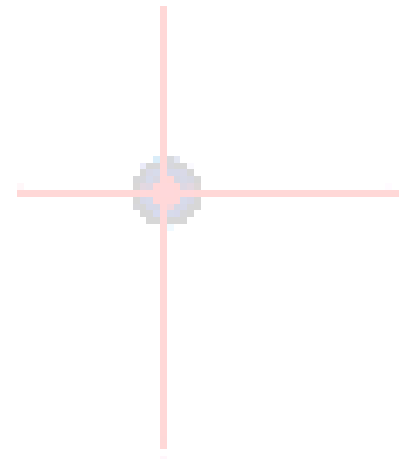
Leverage your Advantages

■ Your Readers

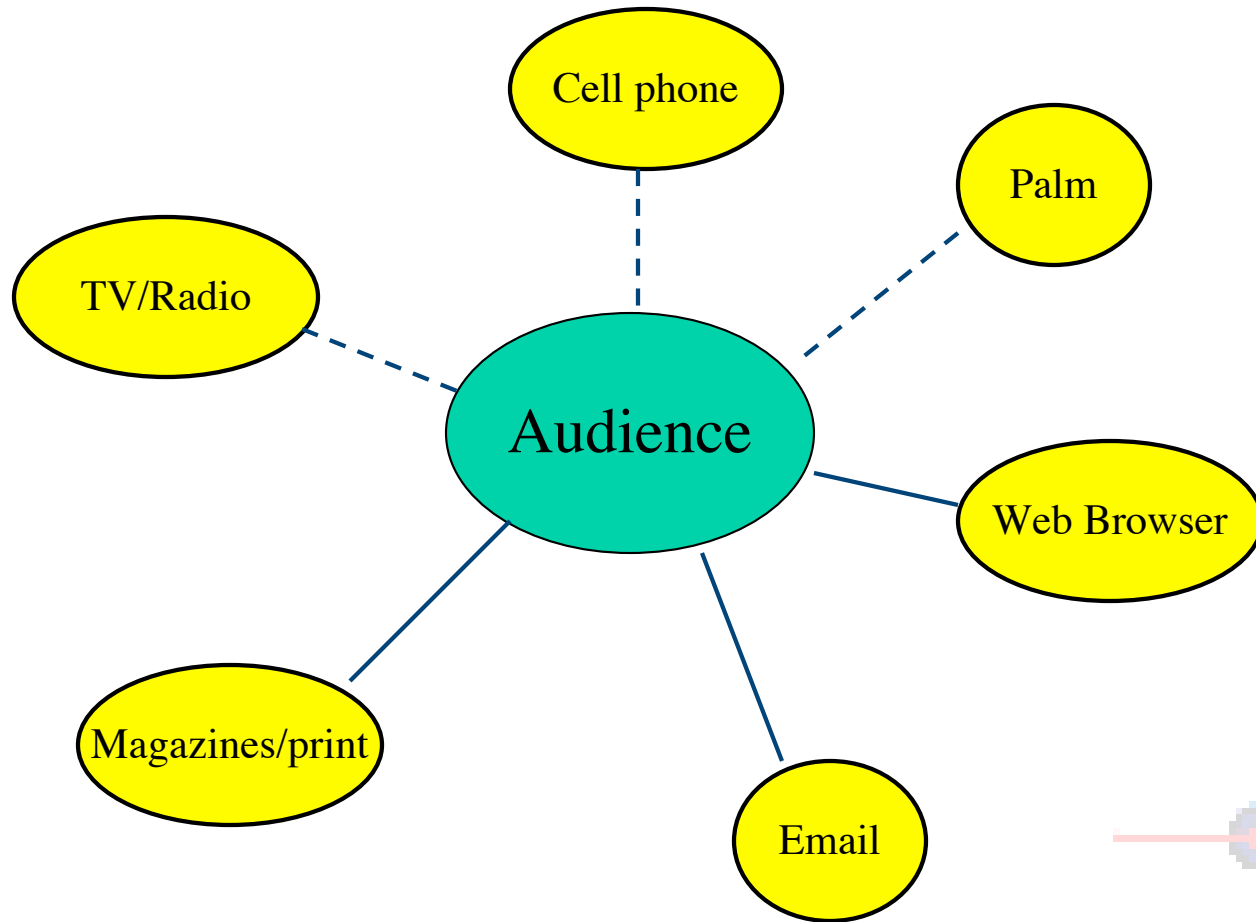
- you have an established base of readers
- they are online looking for information
- they will find your online competitors unless you satisfy all of their information needs
- you have an authoritative voice that carries weight in a land of e-BS. The bubble has burst.

■ Your Advertisers

- want to tap into the online audience but don't have many options
-

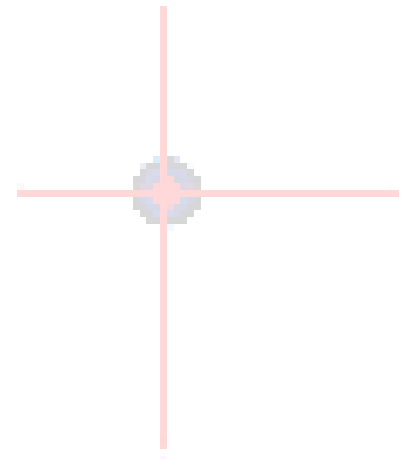


Audience Centric models



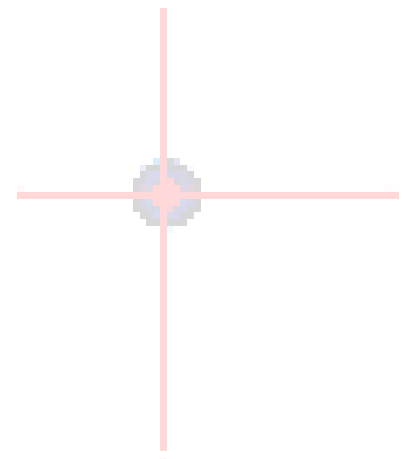
New media content development

- **Each type of content has unique production phases.**
 - graphics - branded graphics, original graphics.
 - Like image files all of these graphics need to be sized and converted to the correct format for the final delivery.
 - Special attention needs to be paid to ensure colour accuracy during the optimization process.
 - Audio/Video - Sound/video clips, navigational elements, atmospheric elements.
 - Like image files all of these files need to be sized and converted to the correct format for the final delivery.
 - Files also need to be optimized to reduce overall file size
 - Interactive media (Flash, Java, Other)



ISP/ASP is your Online Printer

- Hosting partner is like printer.
- Want to vet them like you would a printing partner
- who other clients are
- They are sharing the overall bandwidth
- Don't want to be associated with Porn or Gambling
- Would you print with Penthouse?
- May or not matter but should consider

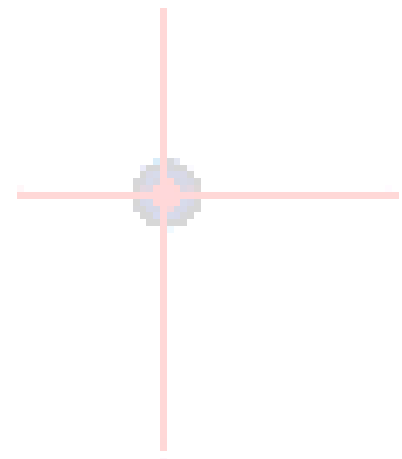


ISP/ASP - Are not Printers

- **Printers business is Stable**
 - known processes, known deliverable
 - advances are slow - Direct to plate has been coming for 10 years.
 - Growth incremental

- **New Media development - feast or famine, high turnover, changing business models and abilities to deliver. Lack of stable model. A website is not a website. Cool costs.**

- **Be understanding of that. Expect developments to adapt.**
- **Foster long term relationship with Developer.**

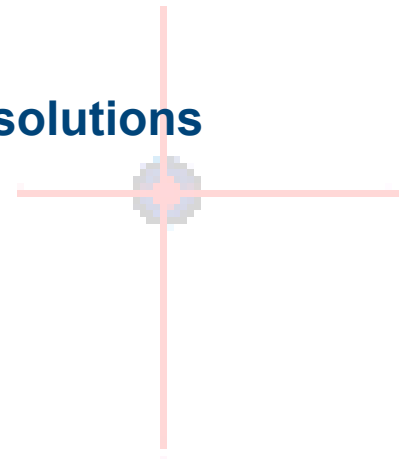


Vetting your ISP/ASP

- **Fault tolerance**
- **What provisions do they have in place to preserve the performance of the systems**
 - traffic monitoring
 - network security
 - secure facilities
 - Firewalls
 - Router monitoring
 - Back up power systems
- **What are the guarantees for continuance of business in the event of a failure**
 - need to have maximum downtime and back up provisioning
- **Log traffic monitoring and reporting**
- **, High turnover, hard to retain team, "built here" solutions mentality. Not always "best" solution.**
- **Control, dedicated resources, available on your schedule, some "fit" with existing resources, ability to extend Internet value to traditional business (Intranet, Extranet etc)**

Content Management/publishing tools

- **Simple HTML development tools**
 - at some point you have to look at the code
 - will work for low-level site development
 - Allaire Homesite, BBEdit
- **WYSIWYG tools**
 - Build for designers - work with visuals, code is in the background
 - Macromedia Dreamweaver, Microsoft Front Page, Adobe Fireworks
- **Robust content management systems**
 - Vignette Story Server
 - Broadvision One to One
 - IBM WebSphere
 - Allaire Cold Fusion
- **Middle ground occupied by many "home built" solutions**



Inourced - Hosting

- servers are located in your offices - hardware 20-150K
- you need Internet connection for server - aprox 2-5K per month
- need network administrator - 45-100K
- **Good idea**
 - much greater control
 - ability to develop advanced functions quickly
 - ease of integration with other systems
 - Good idea for larger initiatives, companies with electronic publishing workflows in place, companies with existing IT infrastructure.
- **Bad idea**
 - lack of fault tolerance and redundancy
 - Bad idea for smaller companies, little IT knowledge, tight budgets, if you have any 486s in your offices don't think about hosting your own.

Inourced - development - U/I

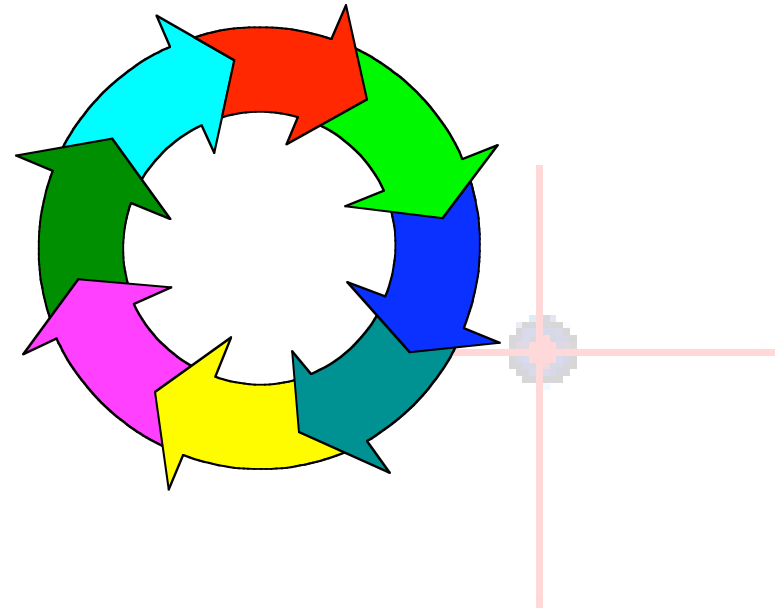
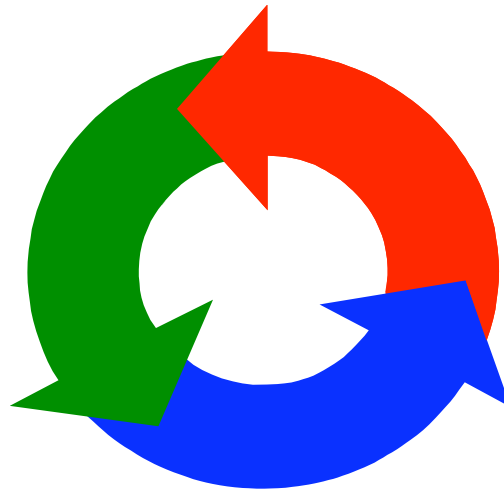
- **Web designers - creative director in larger groups**
- **Some additional editorial positions - managing editor**
- **Intermediate developers - HTML, Javascript, ASP, CGI**
- **Good idea**
 - Much greater control of overall look and feel
 - Ability to improve overall look of site through more robust design
 - Ease of integration with existing production processes many of which are already digital
 - Good idea for larger initiatives, companies with electronic publishing workflows in place, companies with existing IT infrastructure.
- **Bad idea**
 - Expensive to deploy in earnest
 - Difficult to maintain staff in smaller operations - high demand
 - Inability to keep team busy due to cyclical nature of traditional publishing unless overall project is large.

Insourced application development

- **Senior programers - ASP,PERL, C++**
- **Database administrator - for dynamic site development**
- **IT consultants for strategy and management**
- **Good idea**
 - For larger initiatives with extensive content requirements
 - For developing sites capable of dynamic personalization and customization
 - Ease of integration with existing production processes many of which are already digital
 - Good idea for larger initiatives, companies with electronic publishing workflows in place, companies with existing IT infrastructure.
- **Bad idea**
 - Expensive to deploy in earnest
 - Difficult to maintain staff in smaller operations - high demand
 - Inability to keep team busy due to cyclical nature of traditional publishing unless overall project is large.

Production schedule

- Internet requires hyper production cycle - audience expectations increase
- Weeklies go daily, monthlies go daily, dailies update on the hour
- Mature production tools are available for high volume situations



Multiple Revenue Streams

■ Banner Advertising

- “known model” - although reality has not lived up to the promise
- Clickthrough rates have declined significantly recently.
- Kills the revenue assumptions of many dot.com’s
- Don’t base your entire business plan on this revenue alone
- Advertiser base still limited - automobile, computer, dot.coms etc
- More and more mainstream advertisers are committing money to online marketing.
- Reporting and campaign management tools are required to leverage this revenue stream fully
- More robust infrastructures can increase the value of this revenue stream through personalization and targeting of advertising and marketing efforts
- Link between editorial and advertising “makes sense” in the context of personalized user experience. Publishers and editors need to overcome their fears of “advertorial”

Multiple Revenue Streams

■ Email marketing

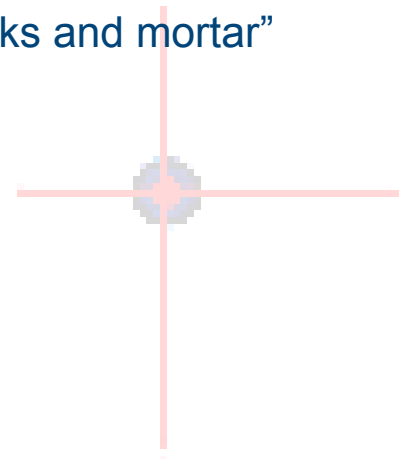
- Email lists create channel for direct reader to editor communication
- Emails sent out on regular basis (daily, weekly, monthly)
- dialogue with readers provides opportunity for email based advertising
- Click through rates are higher (15% compared to .6%)

■ E-Commerce

- Either directly or through affiliate relationships provide direct links for readers to transact

■ Content supply

- Current leaders are content agregators. They need steady stream of content
- Partner with pure “e” plays and develop stronger “clicks and mortar” play together
- Sell your strength - content development



Thank you

- Questions and Answers
- Presentation available online
 - [Http://www.timusk.com/cmpa](http://www.timusk.com/cmpa)

