



Leadership Training Workshop 2007

Affiliate Web Sites

Presented by
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Affiliate Web Sites

What would you like to get
out of this session?

**My
Action
Item List**



Agenda

- My philosophy of affiliate web sites
- The dos and don'ts
- Let's review some sites
- Web site basics

Key Points

- **Why a web site**
- **What to put on a web site**
 - **How to do it**

Cohesive Communications

A web site does not stand alone

Like all communication tools; affiliate newsletters, web sites, emails, notices, handouts at meetings, flyers, etc. should be part of an integrated communication strategy, which consistently publicizes & cross references affiliate information and leverages ISM resources. - *mlt*

Web Site Goals

- ◆ **Strategically** plan and execute the web site
- ◆ **Design** the web site to be attractive and easy to read
- ◆ **Produce** the web site commensurate with funding, volunteer's skill and expected ROI
- ◆ **Maintain** the web site in a way that demands the least amount of volunteer time
- ◆ **Manage** the web site to meet current affiliate needs

Web Site Philosophy

- ◆ In this day and age with limited volunteers, make it as simple as possible
- ◆ Unless you are going for an award for the best site or have money to burn, don't spend thousands of dollars
- ◆ Align it with volunteer's abilities so you can at least update important sections
- ◆ Assign a BOD member to ensure current and accurate content – check it often.

Site Strategic Plan

- ◆ What do you want to accomplish with your site?
 - Exposure of your Affiliate and it's events
 - Facilitate Networking
 - Gain Members
 - Sell products – eCommerce?
 - How will these accomplishments be measured?
 - FYI: This is not a newsletter
 - ◆ Paragraphs on a site will most likely not be read
 - This is not an Email
 - ◆ People come to your site, your site does not go to them

Budget Example

Budget item	Simple site	Managed site
Domain name	\$35/yr	\$60/yr
Hosting	\$50/yr	\$300/yr
Authoring	volunteer	\$1000/yr
Software	\$300 one time	included
List server	\$15/mo	\$100/mo
Advertising	n/a	Income?

Management Tips

- ◆ Don't pay for search-list services
- ◆ Allocate time for weekly maintenance
- ◆ Purchase domain name on multi-year basis
- ◆ Ensure content ownership and keep a current backup copy
- ◆ Store **passwords, access codes** and **expiration dates** in a place where affiliate BOD can get to it if needed
- ◆ Include web site as an asset in annual finance audit

Site Hosting

Suggest purchasing the domain name even if you don't plan to use it now

◆ Domain name registration

- ◆ Select .Org, .Com.....
- ◆ Purchase domain name through a fee based service: Register.com, NetworkSolutions.com, godaddy.com

◆ ISM; free hosting for affiliates

Pros

- Free
- Part of ISM site
- Easy to use

Cons

- No direct URL
- Limited design
- No advance functions

Site Hosting



Commercial hosting options

- **Free hosting** – **beware** of ads and pop-ups
- **Fee based hosting** - network solutions, AMHosting, yahoo, \$15 to \$100+ based on space throughput and options you need
- **Questions to ask:**
 - ◆ Available templates & development tools
 - ◆ Included web management tools
 - ◆ Included email accounts
 - ◆ Included server (100mb is probably plenty)
 - ◆ Do they have 24/7 support?
 - ◆ What is their reliability & up-time?
 - ◆ Call the help line to see if anyone is home before purchasing

Designing Your Site

- ◆ Self designed – volunteer (\$0 - \$500)
 - Software: WYSWYG, Homesite, Dreamweaver, FrontPage....
 - Time: 1 month to 6 months for complex projects
- ◆ Web site design service – graphic artist (\$5K-\$30K)
 - Expect to provide extensive input about your organization and expected outcomes of the site
 - Make sure the final code is portable - make sure it is finalized using software that you can manage or move elsewhere

Design Mantra

- ◆ Professional – not cute
- ◆ Keywords (*images are not searchable*)
- ◆ Graphics & images only if adding value
- ◆ Value added links—
 - not everything under the sun (*e.g. not the local weather*)
- ◆ You have 5 seconds to capture a reader's interest, so be concise and to the point.
- ◆ Test it: Google affiliate name search

Audience = Content

- ◆ Members
 - Program notices, members, educational information, career development
- ◆ Potential Members
 - Purpose, scope, affiliation, networking
- ◆ Business Executives
 - Professional principles, resources
- ◆ Local Community
 - Contacts, employment, programs

Designing Your Site

- ◆ Site structure / navigation
 - Keep it simple and easy to follow
 - Make sure you have a “home” link on every page
- ◆ Listserves / Blogs / discussion forums
 - They allow members to communicate and share info informally
 - Can be an issue if not monitored for content



Designing Your Site



Content

- Event announcements / calendar of events
- Newsletter postings
- Job postings
- Officer & director listing
- Other resources
- Link to ISM web site
 - ◆ To ISM home page through ISM logo
 - ◆ To ISM C.P.M. / CPSM through these logos on your site



Writing for the site

- Web surfers do not read, they skim

Producing Your Site

- ◆ Manually using a PC software
 - MS word / PowerPoint... saved as HTML
 - ◆ Limited flexibility
 - FrontPage (~ \$200)
 - ◆ Easy to use
 - Adobe DreamWeaver (~ \$400)
 - ◆ More difficult to learn / expensive
 - Other
 - ◆ CoffeeCup, LeapFrogInteractive, ZipSite...
 - ◆ Google "web site software"
 - ◆ Consider your domain registrant
- ◆ Professionally updated and managed
 - Around \$35/hr, \$200+ per month



A Search Friendly Site

- ◆ Use keywords and buzzwords
 - What will people be searching for?
- ◆ Linked to & from other pages
 - Reciprocal links with other organizations
- ◆ Meta Data
 - Page title, description & last update
- ◆ “ALT” tags for all images
- ◆ Google tips for web site design

Site Management

- ◆ Assign a communication team –
 - www.mltweb.com/prof/communication.htm
 - Update changes immmmmmmmmmmedately!
 - A specific person in charge of important pages
- ◆ Promoting your site
 - Newsletters and at programs
 - How Google finds your site and web site tips:
www.google.com/support/webmasters/bin/answer.py?answer=35769
 - Register with search engines: Google, yahoo, MSM,
 - ◆ Be careful - fees may be involved
 - Reciprocal linking with other affiliates, local chamber of commerce



Site Management

Managing Event Reservations

Option 1 - Hard code process into your site

Pros

- Registrations could be emailed and/or logged into a spreadsheet automatically
- Your Affiliate owns the programming

Cons

- Expensive & Time consuming to have this done
- Your Affiliate must have or find people with skills to do this.



Site Management

Managing event reservations Option 2 – use on-line stores

Pros

- Easy to set-up
- Simple to manage
- Can accept Credit Cards using their Secure Site.

Cons

- Can be expensive, usually pay per reservation processed
- Not a clean & professional looking process
- Process was designed to sell products not reservations, or manage membership, so reports are not good.



Site Management

Managing Event Reservations

Option 3 – eCommerce Outsourcing Service

Pros

- Easy to set-up & manage
- Can be very inexpensive.
- Can accept Credit Cards using your Secure Site.
- Manage using your membership list
- Reports are very good and saves a lot of volunteer time!
- Very professional!

Cons

- The affiliate may have to lease the software or service
- Some providers require your site be Hosted with a Host that is .NET capable.



Site Management

On-line payments for events (ecommerce)

- ◆ Set-up with your banking service, or
- ◆ Use a 3rd party payment service such as PayPal

Pros

- Some Members like paying with Credit Cards
- Quicker than checks
- It looks professional

Cons

- Cancellations and reversing payments are a hassle.
- You must have a secure site if you use your own banking service.



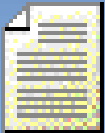
The Dos

- ◆ Maintain consistency throughout the site, page-by-page, with the format or location of the information
- ◆ Include last update date on all pages
- ◆ Link to “home” & “contact” on every page
- ◆ Make sure the site loads quickly
- ◆ Keep it simple
- ◆ Use easy to follow navigation
- ◆ Keep it current

The Don'ts



- ◆ Make it too wordy
 - You have 5 sec., for a viewer to decide if they are going to continue to read before they surf somewhere else.....
- ◆ Limit access to 'sighted' users
 - Use ADA design guidelines
- ◆ Spel badly
- ◆ Use a color scheme that won't print
- ◆ Overuse graphics and animations
- ◆ Play background music or sounds



Let's Look at Some Sites

[ISM Affiliate Web Site Links](#)

<http://www.ism.ws/about/AffiliateWebsitesList.cfm?navItemNumber=5454>

One great image can replace 1000 words.
But also add text to accommodate non-sighted people and automated search engines

<http://www.ismswscf.org/corpus/index.htm>

Add
Searchable
keywords



Include
"alt" text
for
images

Good Idea!
web site Contact in footer

Include
organization
name in
footer

Black space
might be
hard to print

Title is text - not a graphic

NAPM

Diablo
Valley

About Us
Newsletter
Meetings
Officers
Jobs
Resumes
Membership
Events
Minutes
Feedback
Links

Welcome!

National Association of Purchasing Management
Diablo Valley Affiliate

Tag line is text
not a graphic



Address
is on
home
page

...providing networking and educational opportunities for
the east bay purchasing and supply chain management professional...

FEATURING...

▼ Post a job opportunity here
for FREE! [Read More.](#)
▼ The latest [ISM Reports on
Business](#)!

NAPM-Diablo Valley, Inc.

P.O. BOX 273239
Concord, CA 94527

affiliate
of



ISM-7 Counties, Inc.

Home 

About us

Members

Contact

News

Calendar of Events

Jobs

Join

Helpful Web Sites

Retirees Wanted

Welcome to our homepage!

Thank you for visiting our internet site. As a professional, educational organization, we want to give you the opportunity to stay in touch with us and our programs. Our content management system should enable us to always keep our members up to date and to inform non-members how to become involved with the ever-changing world of Supply Management.

OUR SEVEN COUNTIES

Westchester <http://www.westchestergov.com/firstvisit.htm>

Rockland <http://www.co.rockland.ny.us/>

Orange <http://www.ocny.com>

Dutchess <http://www.dutchessny.gov>

Putnam <http://www.putnamcountyny.com/>

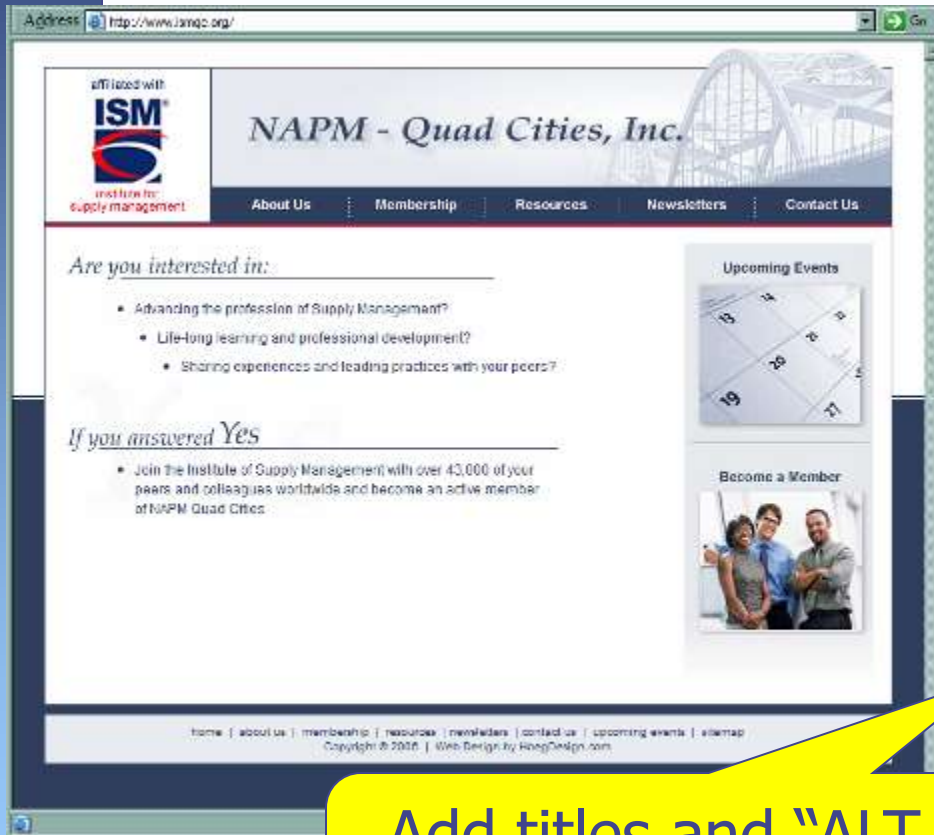
Ulster <http://www.co.ulster.ny.us/>

Fairfield <http://www.ctnow.com/custom/nmm/fairfieldweekly/>

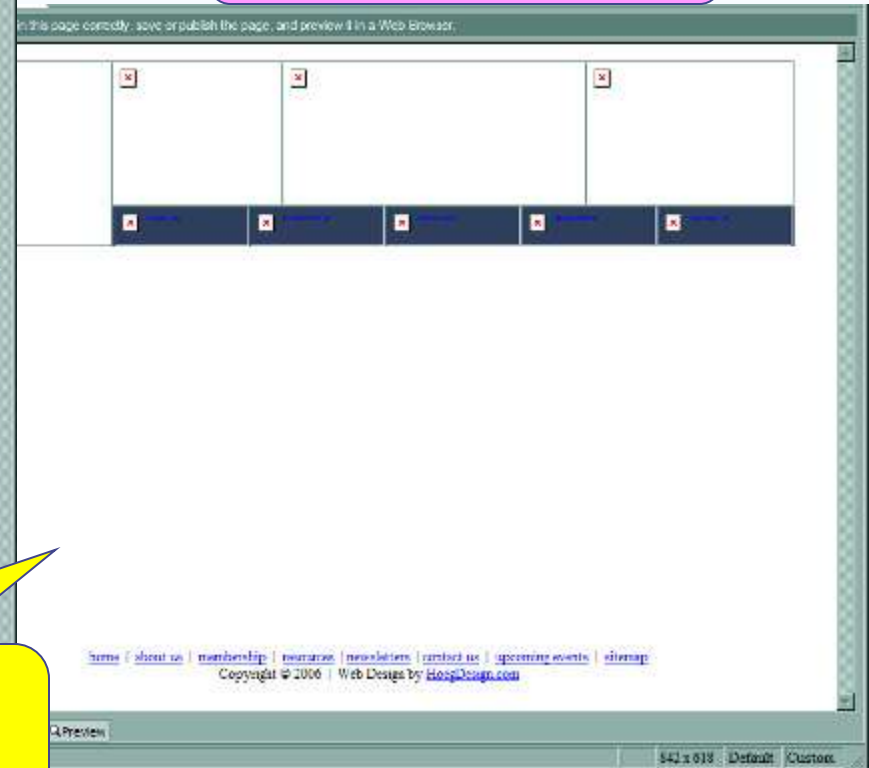
Suggest
adding
Where,
Who,
What,
Footer,
Last update

Q: How does this page look to a search engine?

A: Very Blank



Add titles and "ALT TEXT" for graphics





Member's Company Web Sites



City of Waco

Interesting way to advertise support and participation



Baylor University

Include "ALT
TEXT"
descriptions for
each graphic




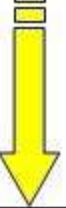

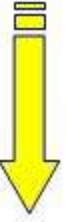


SCOTT & WHITE
HOSPITAL, CLINIC, HEALTH PLAN

Scott White



How? *(some examples)*

- ◆ Register your domain name:
 - www.networksolutions.com
 - www.godaddy.com
- ◆ Hire a web hosting service
 - www.amhosting.com
 - www.earthlink.net/biz/ehost/
- ◆ Design and post web pages
 - Front Page software
 - Homesite software

Comparison	Web Site	Cost	Issues
Business Name Incorporated	Domain Name Registration	~ \$10-\$40/year ~ multi-year discounts	<ul style="list-style-type: none"> > Name ownership > Registrar services > Whois public record
		<p><i>Select Domain Registration Service</i> <i>Pick a Domain (.ORG, .NET, .COM)</i> <i>Register the organization name</i></p>	
Yellow Page Directory	Web Hosting Service	~ \$50-\$100/year ~ depends on size and features	<ul style="list-style-type: none"> > Help & Support > Features e.g. mail list > Reliability
 <p>Graphic Artist</p>	 <p>Web Designer</p>	<p><i>Select a Web Hosting Service</i> <i>Option & feature packages (start small)</i> <i>Select a web designer to create web site</i> <i>Pick a webmaster to coordinate</i> <i>Can be done by one person</i></p>	
		\$0 -\$1000 /site	<ul style="list-style-type: none"> > Ownership of designs > Timely updates > Value added feedback > Statistics



**institute for
supply management**

Commercial Host

Includes
Web –tools,
Templates,
FAQs,
email

\$10 -
\$100/mo

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We revolve around you.™

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HOME | INTERNET ACCESS | BUSINESS | VOICE | WIRELESS | SOFTWARE & TOOLS | ME

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- Web Hosting & E-Commerce**
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 - Domain Names & Domain Parking
 - FAQ
 - Web Design Services
- EarthLink VPN
- Business Dial-Up
- Major Accounts Program
- Agent Program
- Business Services

HAVE A QUESTION?

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Launch your Web site, grow your business

With nearly 100% reliability, top-of-the-line features, and best-in-class support, EarthLink's Web Hosting and E-Commerce packages give you everything you need to grow your business online. All from a company you can count on. And now our special, limited-time offers make our affordable packages an even better value. Choose the one that fits your needs and get started today.

Sign Up Here!

CHOOSE A PACKAGE:

- EarthLink StarterSite**
 - UNIX** (\$9.98/month*)
 - Windows** (\$12.48/month*)
- EarthLink Store**

EarthLink Web Hosting;
CNET Editor's Choice Award Winner June–2005

EarthLink Starter Site

- 6 months for ½ price, plus free setup!
- Your own domain name

Six months half-price and

from starter web sites to full e-commerce functionality.

LEARN MORE

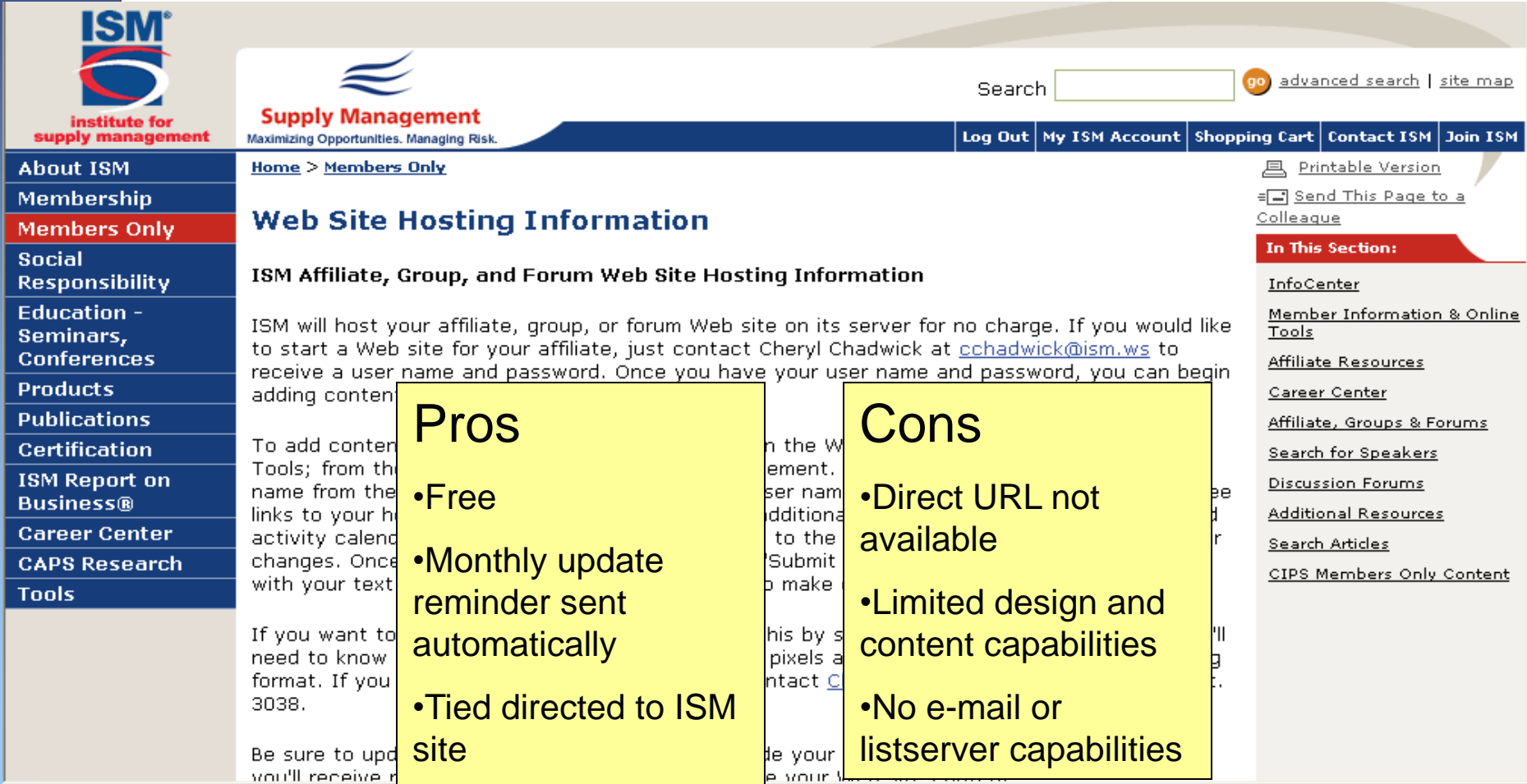
BUILD IT MYSELF

Take advantage of over \$200 in FREE software to build your Web site in minutes! Choose Trellix Site Builder or NetObjects Fusion.

LEARN MORE

LOG IN

ISM as host



ISM[®]
institute for
supply management

Supply Management
Maximizing Opportunities. Managing Risk.

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[Home](#) > [Members Only](#)

Web Site Hosting Information

ISM Affiliate, Group, and Forum Web Site Hosting Information

ISM will host your affiliate, group, or forum Web site on its server for no charge. If you would like to start a Web site for your affiliate, just contact Cheryl Chadwick at cchadwick@ism.ws to receive a user name and password. Once you have your user name and password, you can begin adding content to the Web site.

To add content to the Web site, click on the "Add Content" link in the "Web Site Management" section. You will be prompted to enter a user name and password. Once you have entered the user name and password, click on the "Submit" button to make the changes. This will update the Web site and you will receive an e-mail notification of the changes.

If you want to know more about the Web site hosting service, please contact Cheryl Chadwick at 3038.

Be sure to update your Web site regularly. You will receive an e-mail notification of the changes.

Pros

- Free
- Monthly update reminder sent automatically
- Tied directed to ISM site
- Easy to use

Cons

- Direct URL not available
- Limited design and content capabilities
- No e-mail or listserver capabilities

[Printable Version](#)
[Send This Page to a Colleague](#)

In This Section:

- [InfoCenter](#)
- [Member Information & Online Tools](#)
- [Affiliate Resources](#)
- [Career Center](#)
- [Affiliate, Groups & Forums](#)
- [Search for Speakers](#)
- [Discussion Forums](#)
- [Additional Resources](#)
- [Search Articles](#)
- [CIPS Members Only Content](#)

QUESTIONS

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www.mltweb.com

