

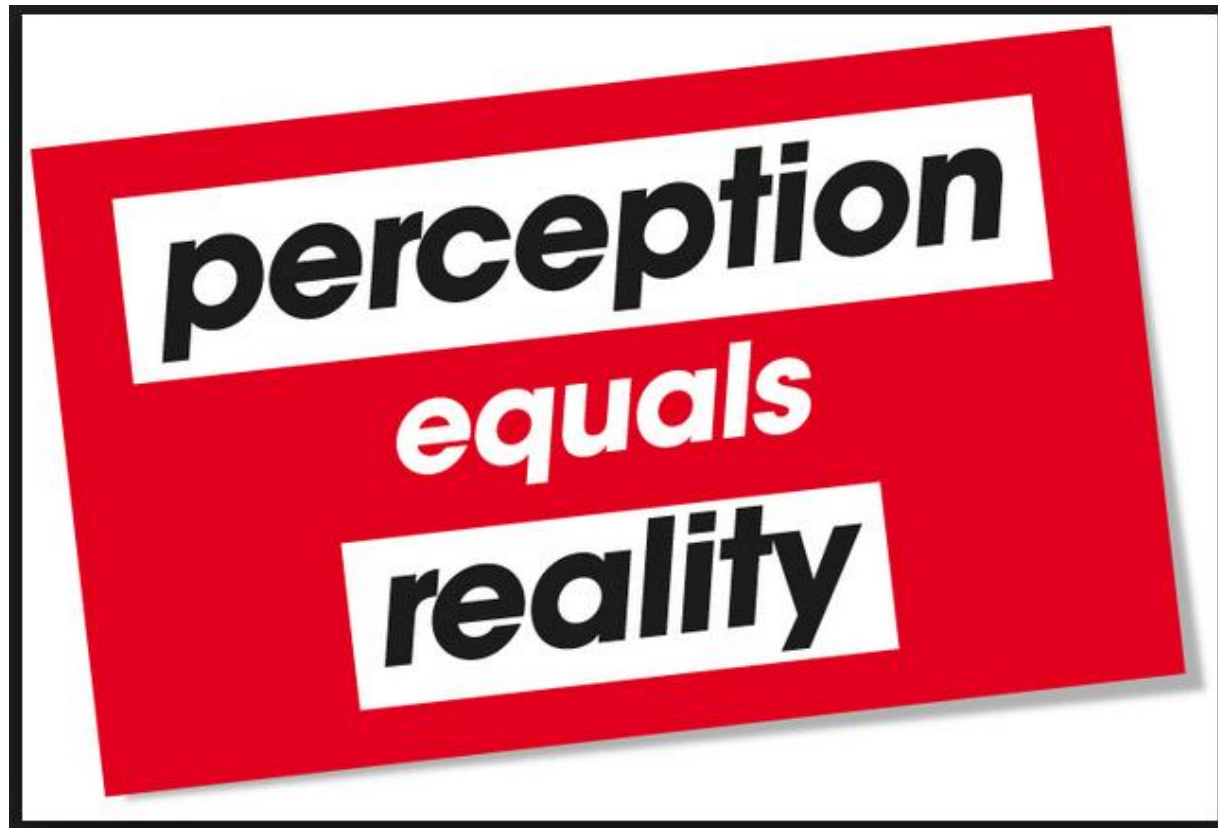
# Building Media Websites

Portals, Magazines & Stores

# Perception vs. Reality

“If perception is reality, then your  
business is your website”

- Don Nicholas, *Mequoda Group*



# Perception vs. Reality



“If they can’t find it, you don’t have it.”

- Roxanne O’Connell, Professor of Visual Communications  
*Roger Williams University*

# The Same or Different?

NEWS



60 MINUTES

COMEDY



I LOVE LUCY

REALITY



SURVIVOR

DRAMA

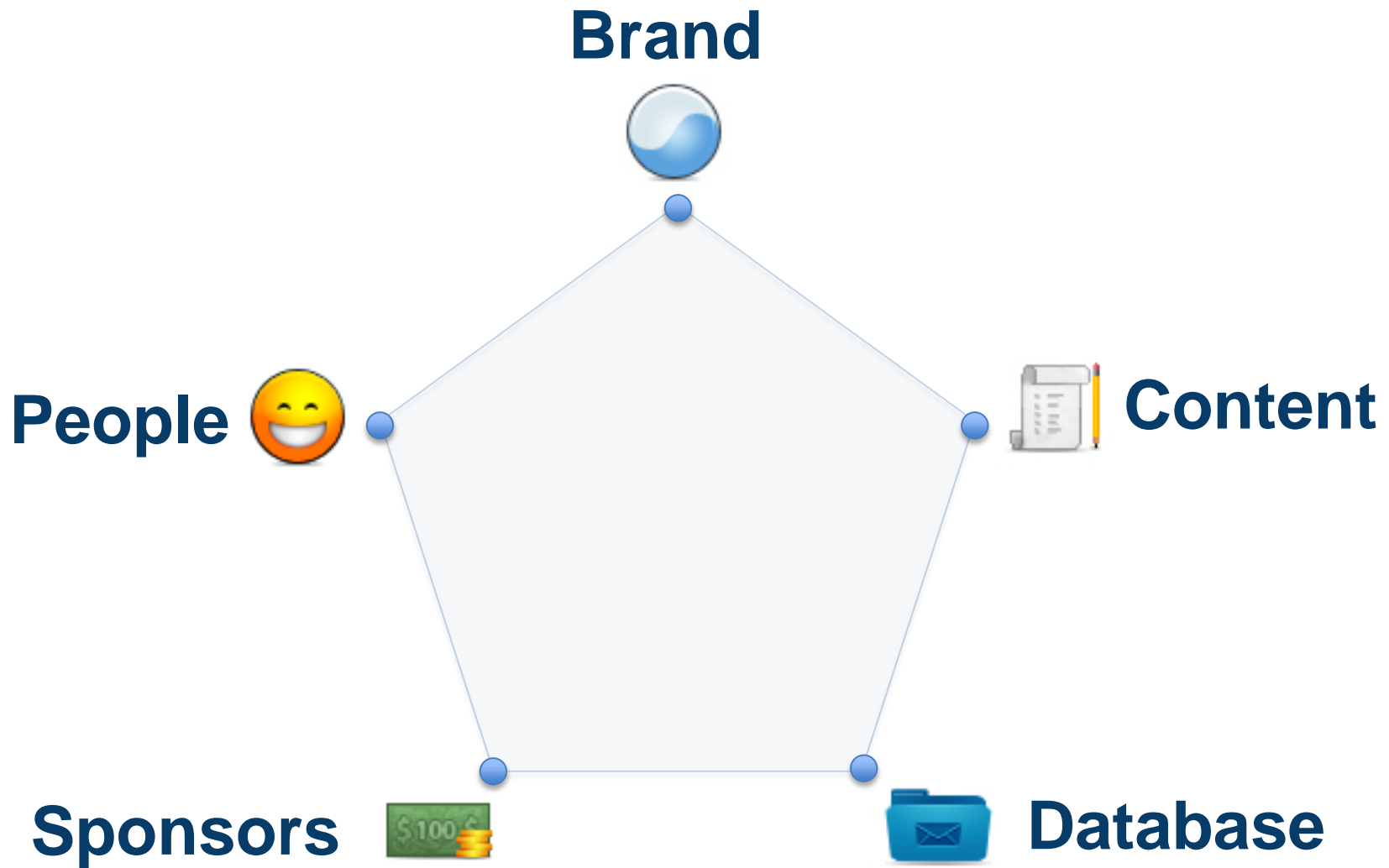


THE UNTOUCHABLES

# 16 Special Interest Media Archetypes



# Complete Asset Inventory: Case Study



# Brand Inventory

## Uber Brand



Magazine



Blog



**Hidden Gardens**

*Gardens Daily*



# Customer Inventory

Magazine

Hidden Gardens



150,000 subscribers

Newsletter

Gardens Daily



42,000 subscribers



# Sponsorship Inventory



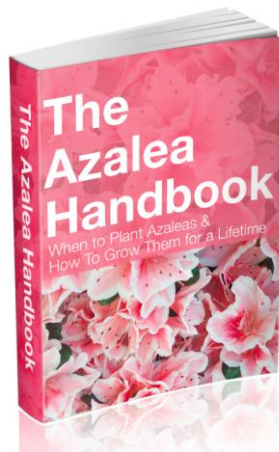
# Content Inventory

## ARTICLES:



21 X 6 X 36

21 years X 6 issues per year X (12 features and 24 departments per issue) = 4,536



## GARDENING HANDBOOK

- 3 Unpublished
- 280 pages each
- 28 chapters X 3 = 84

## BLOG (SINCE 2008):



5 X 52 X 6

5 per week X 52 weeks X 6 years = 1,560

# GGN Products



MARKET RESEARCH



PORTAL



EMAIL



FORUM



TOURS



ARTICLE ARCHIVE



FREE EBOOKS



DIGITAL MAGAZINE



MAGAZINE



HANDBOOKS

# Sponsor Zones

**Topic: Irises**



**Topic: Shrubs**



**Topic: Azaleas**



**Topic: Roses**



**Topic: Tulips**



**Topic: Peonies**



**Topic: Daylilies**



**Topic: Spring Bulbs**



**Topic: Chrysanthemums**



# GGN Media Archetypes



# Green Gardens Network Case Study

## Building the Site



# Portal Architecture



## Portal Home Page

### Web templates:

- Home Landing Page
  - Known/Unknown User
- Topic Index Page
- Topic Landing Page
- Article Landing Page
- Keyword Index Page
- Glossary Index Page
- Tag Landing Page
- Author Index Page
- Author Landing Page
- Account Page

### Email templates:

- Gardens Daily
  - Newsletter Design
- Gardens Daily Week in Review
  - Newsletter Design



# Community Architecture

Have an account? Please log in. | Text size: A A A

Home Daily Blog Free Downloads **Community** Shop Magazine Events My Account About Us

green gardens network **COMMUNITY**

Forums Home

Hidden Gardens  
View latest issue ▶  
Subscribe now ▶

ADVERTISEMENT

PERENNIALS	Latest Post	Threads	Posts
Asters	Re: THE OFFICIAL... by JeanieH@6 Jun 15, 2011 7:12 PM	297	4213
Chrysanthemums	Re: Fabulous Projects for intreped... by Merich Jun 16, 2011 6:15 PM	159	1066
Clematis	Re: Purchase of new bulbs by Ifalfoert Apr 30, 2011 12:33 PM	120	985
Coneflowers	DO you believe that these crazy... by cashdone Jun 13, 2011 7:13 PM	309	5067
Daylilies	I love the thumbnails by bethie Jun 1, 2011 6:26 AM	211	3524
Hardy Geraniums	What's the difference between... by Jjiles May 22, 2011 3:45 PM	97	884
Hostas	Hostas Luega garden gnome by Aunti Apr 19, 2011 5:42 PM	245	4562
Irises	The sound of silence by armando Jun 10, 2011 12:31 PM	347	6542
Ornamental Grasses	Which ones are the best? by Palatino Jun 9, 2011 9:40 AM	126	1778
Peonies	Attack of the ants! by dirtunderfingernails May 27, 2011 7:12 PM	416	6854
Phlox	Knock off your SoX Phlox pix by Paramore Jun 12, 2011 11:12 PM	113	1002
Roses	By any other name? Poetry and... by gardenGnome May 29, 2011 3:41 AM	542	7265
Salvia	Seriously??? by gardenGnome Jun 17, 2011 2:14 PM	312	3457
	Re: Where to plant?		

**MUST-READ FREE DOWNLOADS**

- Azalea Care Secrets: When to Plant Azaleas and How To Grow Them for a Lifetime
- Ten Expert Tips for Pruning Orchids: Orchid Pruning Techniques for All Different Types of Orchids
- Careful Guidelines for Transplanting Hydrangea Bushes: Moving and Trimming Hydrangea Bushes without Killing Them

**BROWSE TOPICS**

- Perennials
  - Asters
  - Chrysanthemums
  - Clematis
  - Coneflowers
  - Daylilies
  - Hardy Geraniums
  - Hostas
  - Irises
  - Ornamental Grasses
  - Peonies
  - Phlox
  - Roses

## Web templates:

- Unknown User Forum Home Page
- Known User Forum Home Page
- Login/Signup
- Topic Page
- Post/Reply to Post Page
- Search Results Page
- Profile Page

## Forum Home Page

# Store Architecture

## Web templates:

- Unknown User Home Page
- Known User Home Page
- Products page
- Search Results
- Product page – Sales Letter Landing Page
- Login/Signup

## Email templates:

- Email Spotlight

The screenshot shows the 'green gardens NETWORK SHOP' website. The header includes navigation links like 'Home', 'Daily Blog', 'Free Downloads', 'Community', 'Shop', 'Magazine', 'Events', 'My Account', and 'About Us'. A search bar is located in the top right. The main content area is divided into three sections: 'BEST SELLERS', 'RECENTLY UPDATED', and 'ALL ENCYCLOPEDIAS'. Each section displays product covers with titles and prices. A 'BROWSE TOPICS' sidebar is on the right, listing categories like Perennials, Annuals, Bulbs, Shrubs, Azaleas, Hydrangeas, Lilacs, Rhododendrons, Viburnums, Weigelias, Forsythia, Houseplants, and Gardening.

**BEST SELLERS**

Product	Price
Hidden Gardens Garden Design Handbook	\$47.00
Hidden Gardens Azaleas Handbook	\$47.00
Orchid Gardening Made Easy	\$19.97
Azalea DVD and Beginner's Guide Bundle	\$24.97

**RECENTLY UPDATED**

Product	Price
Hidden Gardens Plant Care Handbook	\$47.00
Orchid DVD and Beginner's Guide Bundle	\$24.97
Hidden Gardens Orchid Handbook	\$47.00
Azalea Gardening Made Easy DVD	\$19.97

**ALL ENCYCLOPEDIAS**

Product	Price
Orchids Encyclopedia	\$29.97
Lilacs Encyclopedia	\$29.97
Azaleas Encyclopedia	\$29.97
Spring Bulbs Encyclopedia	\$29.97

**BROWSE TOPICS**

- Perennials
- Annuals
- Bulbs
- Shrubs
- Azaleas
- Hydrangeas
- Lilacs
- Rhododendrons
- Viburnums
- Weigelias
- Forsythia
- Houseplants
- Gardening

See all topics ▶

## Store Home Page

# Magazine Website Architecture

The screenshot shows the homepage of the Hidden Gardens magazine website. At the top, there is a navigation bar with links for Home, Daily Blog, Free Downloads, Community, Shop, Magazine, Events, My Account, and About Us. The main header features the magazine title 'Hidden Gardens' and the tagline 'BROUGHT TO YOU BY green gardens network'. A prominent call-to-action section on the left encourages visitors to 'Try Hidden Gardens... Get a FREE GIFT today only!' with a 'Send me my free issue' button. To the right, there is a subscription selection area with three options: '\$18/yr digital subscription (6 issues) plus unlimited access to 252 back issues', '\$12/yr digital subscription (6 issues)', and '\$6/issue'. Below this is a 'Subscribe Now' button and a 'Learn More...' button. The main content area on the left contains a letter from the founder, Julie M., and a testimonial from Betty A. The right sidebar features a section titled 'WHAT OUR READERS ARE SAYING' with two testimonials, one from Julie M. and one from Betty A., and a testimonial from John J. at the bottom.

## Website templates:

- Home Page
  - Known User
  - Unknown User
- Article Archive
  - Article Page – 2 version (known/unknown)
- Issue Archive
  - Table of Content
- Tag Page
- Account Page
- About Page

## Magazine Home Page

# Events Website Architecture

The screenshot shows the homepage of the Green Gardens Network website. The header includes a navigation menu with links for Home, Daily Blog, Free Downloads, Community, Shop, Magazine, Events, My Account, and About Us. The main content area features two featured tours: the Houston Azalea Tour (March 5-9) and the Hawaii Orchid Tour (March 26-30). Each tour listing includes a photograph, a title, dates, a brief description, and a 'Register for Tour' button. A sidebar on the right contains an 'ABOUT HIDDEN GARDENS TOURS' section with a photo of a woman and a 'TOUR TESTIMONIALS' section with two quotes. At the bottom of the sidebar, there is a section titled '9 REASONS TO ATTEND'.

## Events Store Page

## Website templates:

- Events Marketplace Page
- Sales Letter Landing Page
- Agendas
- Instructors
- Dates and Locations
- Reasons to Register
- Registration & Pricing


## Email templates:


- Tour Spotlight Updates



# Network Homepage

[Home](#) | [Daily Blog](#) | [Free Downloads](#) | [Community](#) | [Shop](#) | [Magazine](#) | [Events](#) | [My Account](#) | [About Us](#)





GARDENING TIPS, TECHNIQUES & INSPIRATION

[Gardens Daily](#)

[Community](#)

[Shop](#)

[Magazine](#)

[Events](#)

[in](#) [t](#) [f](#) [YouTube](#) [RSS](#)

**Green Gardens Press Network Links:** [Network Home](#) | [Hidden Gardens Magazine Subscription](#) | [Gardens Daily Shop](#) | [Events](#) | [Community Forum](#)

**Gardens Daily Links:** [Latest Blog Posts](#) | [Browse Topics](#) | [Free Downloads](#) | [Contributors](#) | [Post Index](#) | [Glossary](#) | [Tag Index](#) | [RSS Feeds](#) | [Social Networking](#) | [My Account](#)

**Gardens Daily Topics**

**Perennials:** [Asters](#) | [Chrysanthemums](#) | [Clematis](#) | [Coneflowers](#) | [Daylilies](#) | [Hardy Geraniums](#) | [Hostas](#) | [Irises](#) | [Ornamental Grasses](#) | [Peonies](#) | [Phlox](#) | [Roses](#) | [Salvia](#) | [Sedum](#)

**Annuals:** [Begonias](#) | [Annual Salvia](#) | [Cosmos](#) | [Geraniums](#) | [Impatiens](#) | [Marigolds](#) | [Pansies](#) | [Petunias](#) | [Zinnias](#)

**Bulbs:** [Alliums](#) | [Crocus](#) | [Daffodils](#) | [Dahlias](#) | [Gladiolas](#) | [Hyacinths](#) | [Narcissus](#) | [Tulips](#)

**Shrubs:** [Azaleas](#) | [Hydrangeas](#) | [Lilacs](#) | [Rhododendrons](#) | [Viburnums](#) | [Weigelas](#) | [Forsythia](#)


**House Plants:** [African Violets](#) | [Amaryllis](#) | [Bromeliads](#) | [Cacti & Succulents](#) | [Christmas Cactus](#) | [Cyclamen](#) | [Kalanchoe](#) | [Orchids](#) | [Oxalis](#)

**Gardening:** [Plant Care](#) | [Garden Design](#) | [Gardening Equipment & Products](#) | [Pests & Plant Diseases](#) | [Flower Photography](#)

**Free Downloads:** [Azalea Care for Beginners](#) | [Ten Expert Tips for Pruning Orchids](#) | [Careful Guidelines for Transplanting Hydrangea Bushes](#)

**Information:** [About Us](#) | [Contact Us](#) | [Site Map](#) | [Advertise](#) | [Employment](#) | [Terms of Use](#) | [Privacy Policy](#) | [Copyright](#)

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# Thank You