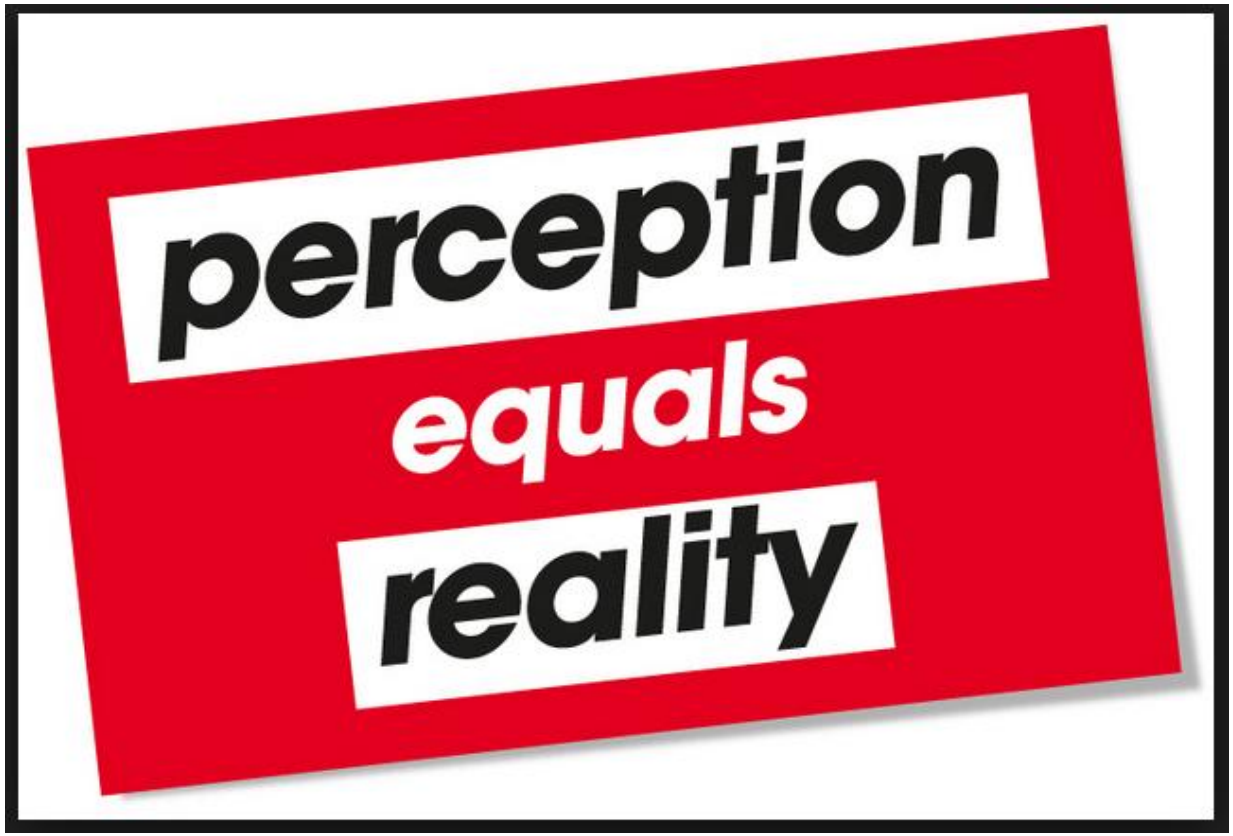
Building Media Websites

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?

60 MINUTES

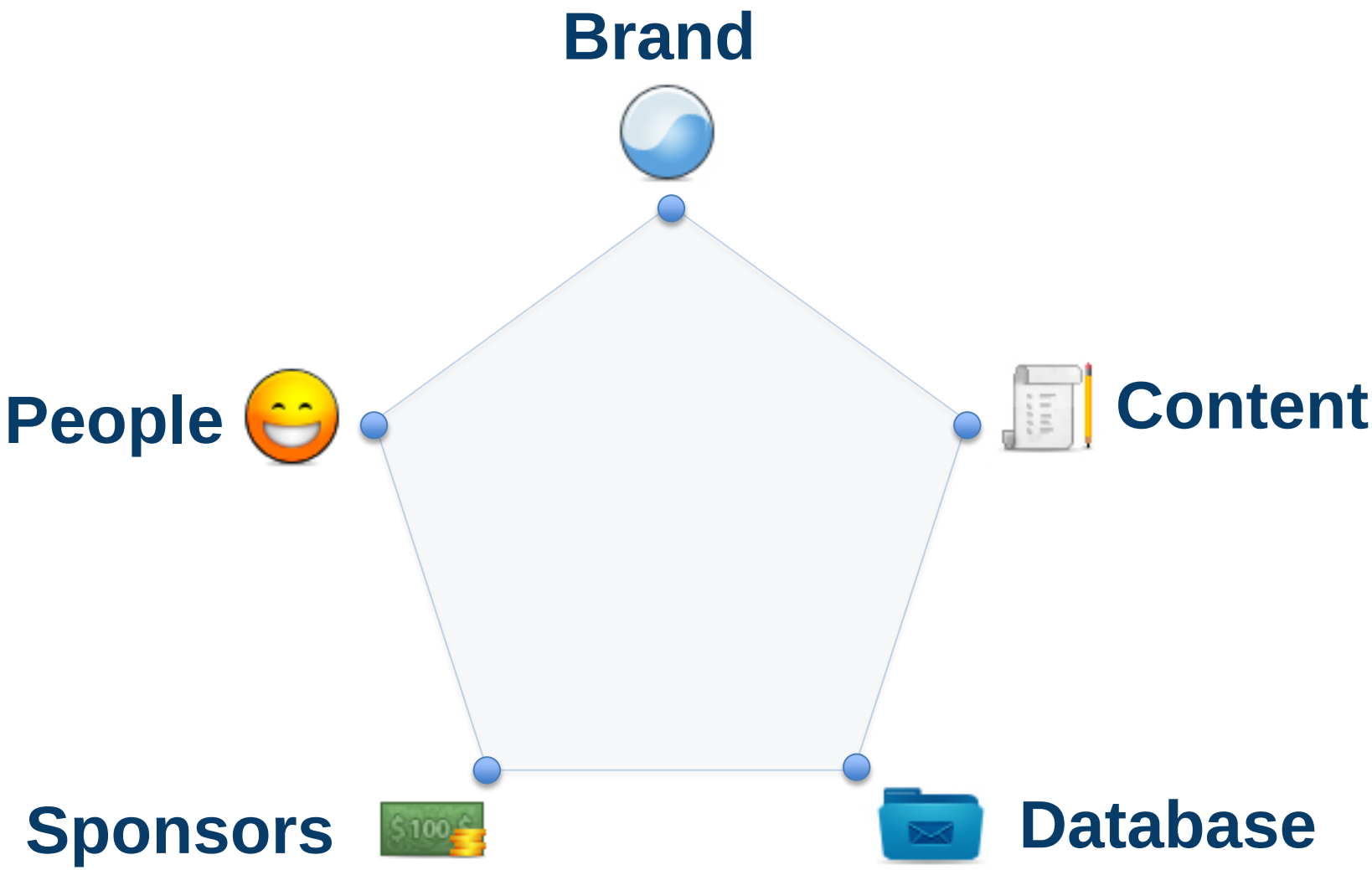
I LOVE LUCY

SURVIVOR

THE UNTOUCHABLES

16 Special Interest Media Archetypes

Complete Asset Inventory: Case Study



Brand Inventory

Uber Brand

Magazine

Hidden Gardens

Blog

Gardens Daily

Customer Inventory

Magazine

Hidden Gardens

150,000 subscribers

Newsletter

Gardens Daily

42,000 subscribers

Sponsorship Inventory

Content Inventory

ARTICLES:

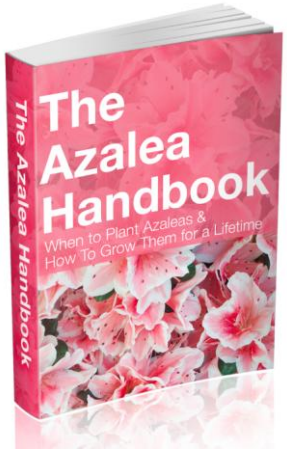
21 X 6 X 36

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

BLOG (SINCE 2008):

5 X 52 X 6

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



GARDENING HANDBOOK

- 3 Unpublished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

GGN Products

Sponsor Zones

Topic: Irises

Topic: Shrubs

Topic: Azaleas

Topic: Roses

Topic: Tulips

Topic: Peonies

Topic: Daylilies

Topic: Spring Bulbs

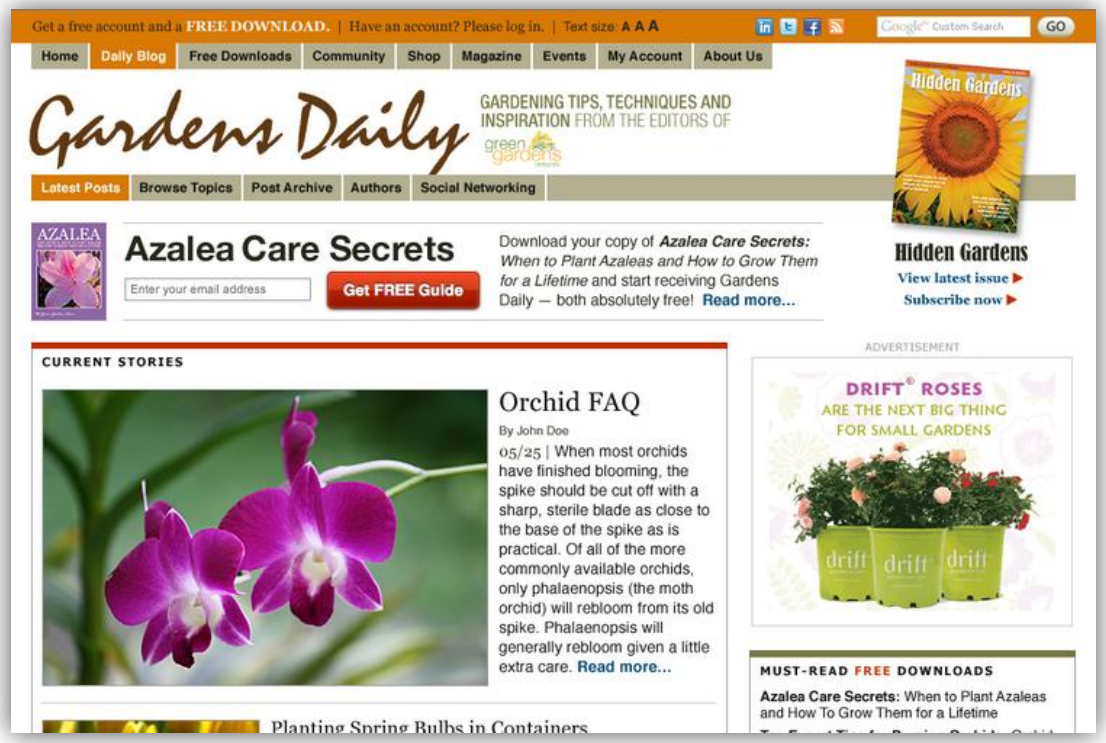
Topic: Chrysanthemums

GGN Media Archetypes

Green Gardens Network Case Study

Building the Site

Portal Architecture



Portal Home Page

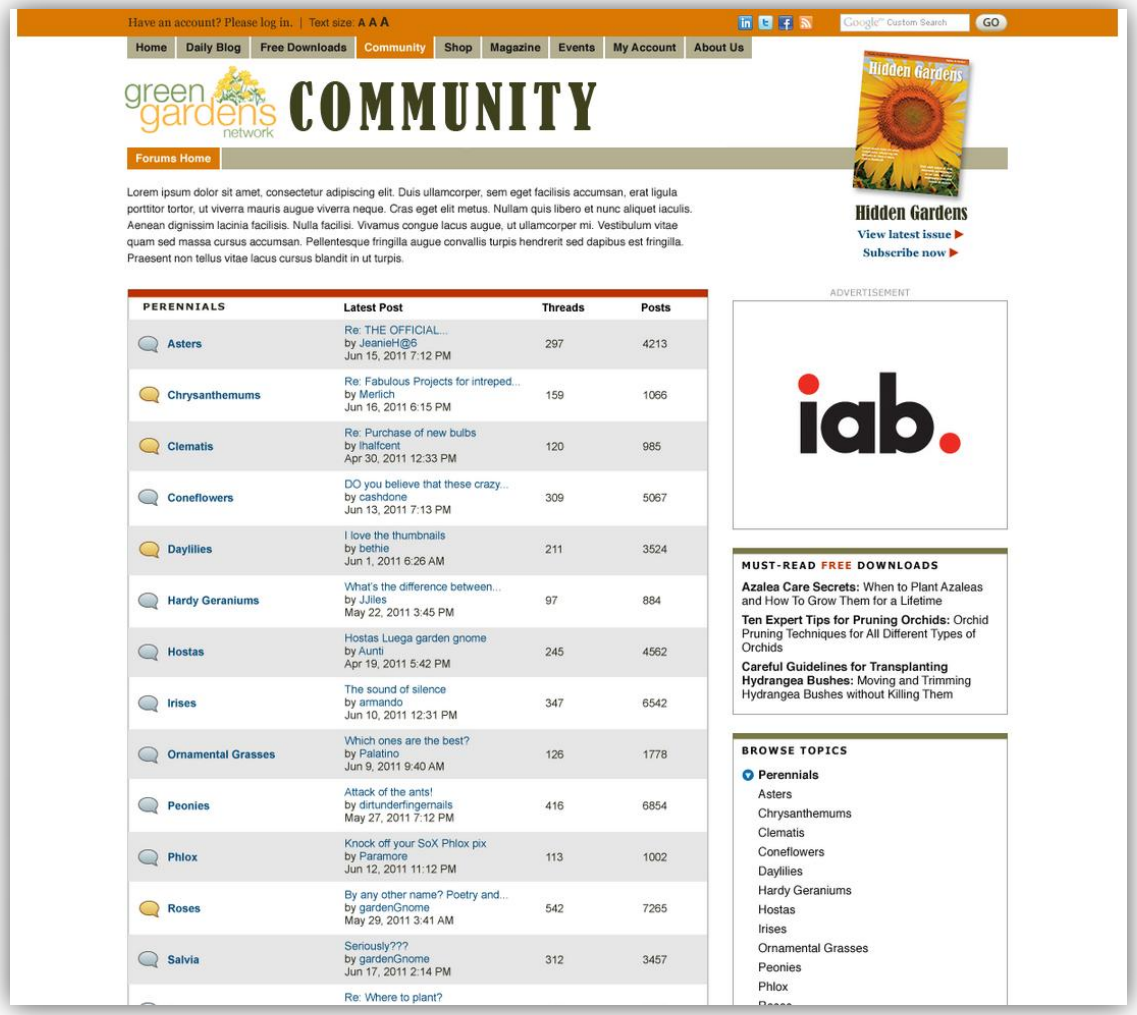
Web templates:

- 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

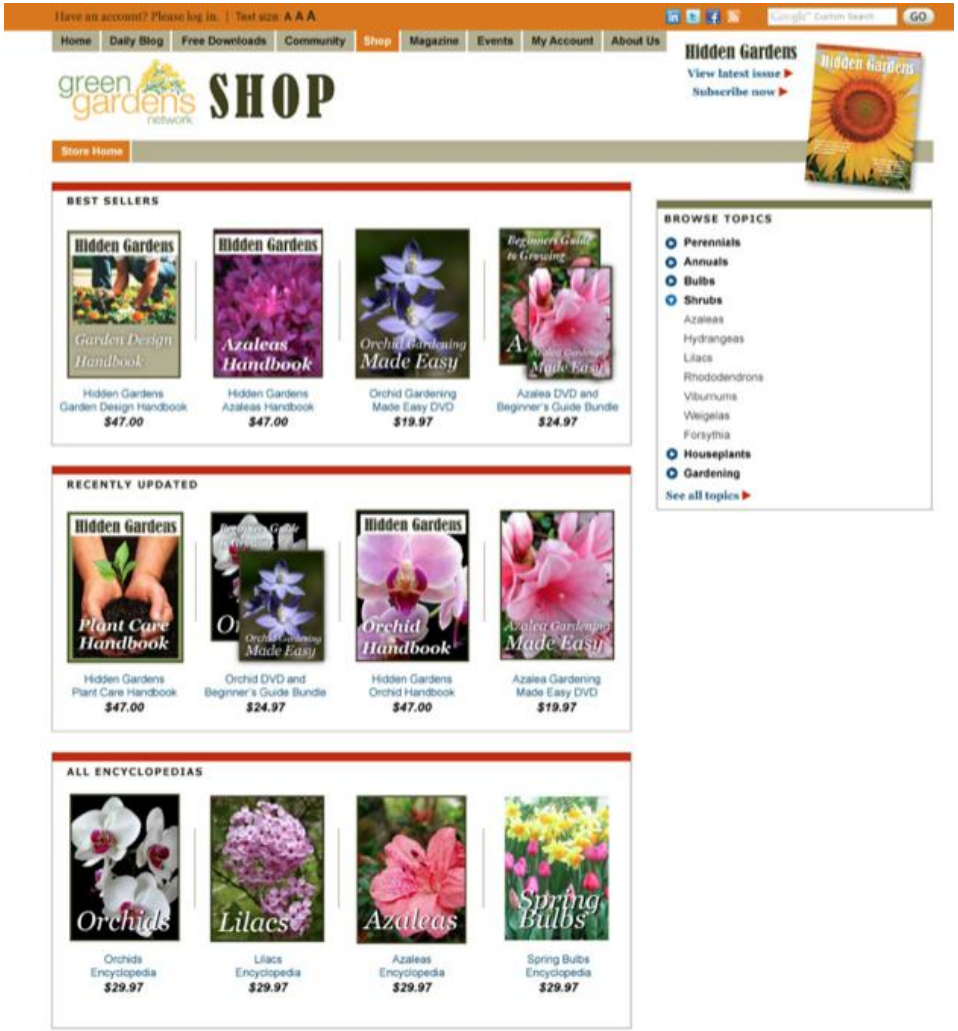


Forum Home Page

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

Store Architecture



Store Home Page

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

Magazine Website Architecture

Magazine Home Page

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

Events Website Architecture

Website templates:

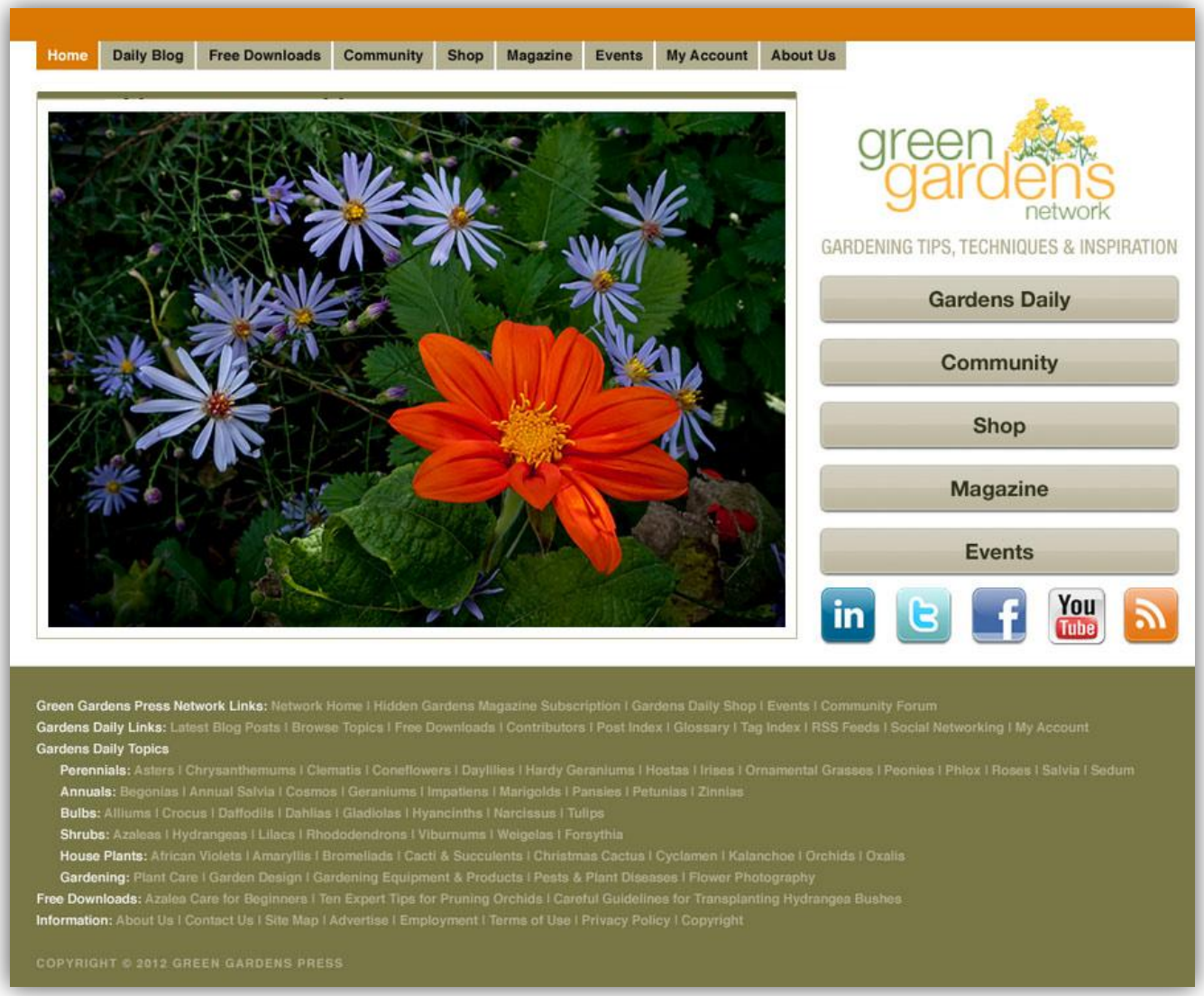
- Events Marketplace Page
- Sales Letter Landing Page
- Agendas
- Instructors
- Dates and Locations
- Reasons to Register
- Registration & Pricing

Email templates:

- Tour Spotlight Updates

Events Store Page

Network Homepage



Thank You