

Building a Better Website

How to Do it For Less

The Frankenstein Website

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The Foundation
When last we saw this place, it was a smoking hole in the earth, a war zone, ground zero. Now, four years after 9/11, it is about to become something very different. The first in a series of reports...

Michelle Monaghan Is a Woman We Love
We'll forgive you if you don't recognize the beautiful woman smoldering on these pages. (Perhaps you caught her as a nose-ringed techie in Mr....


Q+A: Steve Carell
WHETHER HE'S a twerp-ish newscaster (Anchorman, The Daily Show) or a blundering,

- The Foundation: Rebuilding at Ground Zero [By Scott Raab]
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The Jammed Packed Website

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Can Fries Give You Cancer?
 BK, Wendy's and other California joints may have to put warnings on their fries and other foods with acrylamide. [Time to panic yet?](#)

EXCLUSIVE Sporty Mr. Potato Head

Diet News Wire

- Coffee Packs Antioxidants
- Jack Osbourne's Hot Summer
- Best Dogs for Your Workout
- 5 Worst Foods to Grill
- FDA: Chromium Picolinate Is Safe
- More Stress for Women Over 40
- The Mommy-to-Be Workout
- Insurers Focus on Slim Kids
- Excess Training Tough on Body
- U.S. Obesity Rates Still Rising
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from eDiets.com


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Psychology Today

- How Important is it to Forgive?
- Take a Bite of the Raw Foods Diet
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- Can You Die From a Broken Heart?

 **FEDERAL TRADE COMMISSION**
 FOR THE CONSUMER

Consumer Information
 Choosing a Health Spa
 The Federal Trade Commission has some sound advice on what to look for and what to avoid. [Work it out right.](#)

Find Your Perfect Diet




Which plan is right for you?
 Our Diet Needs Analysis™ matches you with your perfect diet.


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In the Diet News Center


DIET & NUTRITION

 **Lettuce Review**
 Salad bars that look enticing may actually be hazardous to your diet. [Know facts.](#)


FOOD & RECIPES

 **Carrots are Tops**
 Crunchy, delicious and flexible. Carrots are what's up, doc. [Munch on this.](#)


SEX & RELATIONSHIPS

 **Ah, Temptation...**
 There are times to give in to temptation, and others to stand strong. [Choose right.](#)


FITNESS

 **Workout Mistakes**

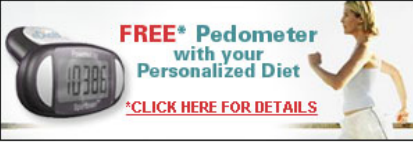
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The Flash Website

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Operators vs. Agencies



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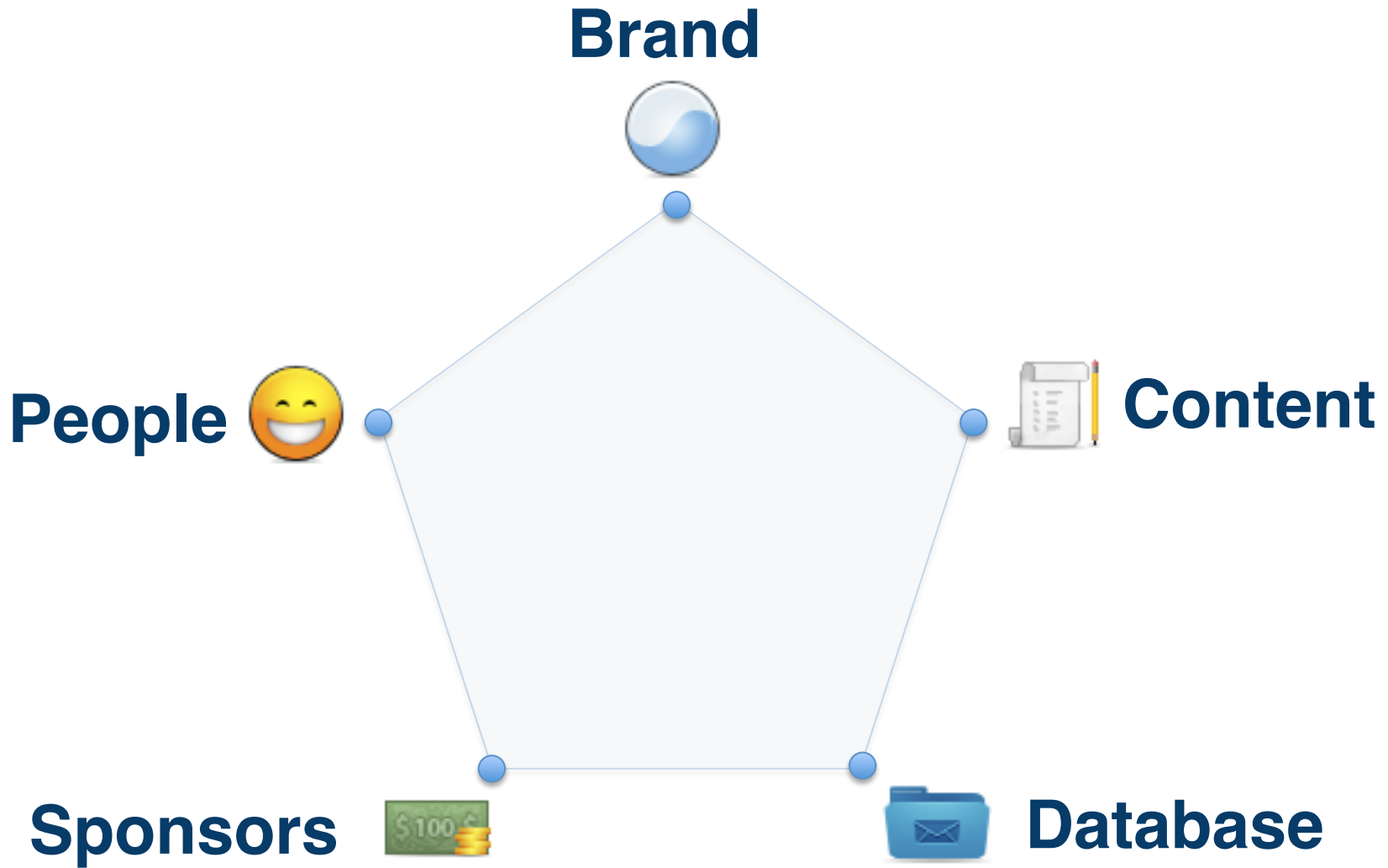
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2,700 hours



LAMP Core
4,600 hours

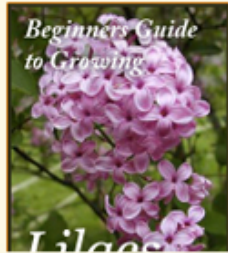
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Complete Asset Inventory



Visual Brand Strategy

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ORCHID GARDENING
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By John Doe
05/25 | When most orchids have finished blooming, the spike should be cut off with a sharp, sterile blade as close to the base of the spike as is practical. Of all of the more commonly available orchids, only phalaenopsis (the moth orchid) will rebloom from its old spike. Phalaenopsis will generally rebloom given a little extra care. [Read more...](#)

Planting Spring Bulbs in Containers

05/25 | Nothing brightens the corner of a patio, deck, or porch like a container filled with an abundance of colorful flowers. Yet containers often stand empty in spring, until it's time to plant annuals. [Read more...](#)

Proper Drainage for Azaleas

05/24 | Caring for azaleas is often a balancing act. The soil can't be too wet, and it can't be too dry. Good drainage and regular watering

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- Perennials
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- Roses
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- Sedum
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IN THE MAY/JUNE ISSUE



Vestibulum Tristique Pulvinar Purus

By John Doe
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Donec Tincidunt Elit Non Nulla

Ut eros purus, imperdiet et cursus a, pulvinar non nisi. Phasellus commodo, eros ultricies commodo euismod, nulla leo mattis eros, et return sapien libero ut lacus. [Read more...](#)



Sed Vulputate Sagittis Pretium

Integer turpis turpis, mollis ut ultricies id, auctor nec massa. Fusce commodo ipsum et augue ultricies sit amet rutrum ligula auctor. Duis pulvinar ultricies nisi ut aliquam. Integer justo massa, ultrices non tristique sit amet. [Read more...](#)



Etiam Rhoncus Gravida Ligula Blandit

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. In hac habitasse platea dictumst. Tellus at laoreet gravida. Inter magna vehicula neque, eget tristique arcu ipsum eu enim. [Read more...](#)

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WHAT OUR READERS ARE SAYING

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed fitt

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Hidden Gardens TOUR EVENTS

Green Gardens Press

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Houston Azalea Tour — March 5-9
Hawaii Orchid Tour — March 26-30
Holland Bulb Tulip Tour — April 2-6

UPCOMING TOURS

Houston Azalea Tour

March 5-9

In early March, vivid pink, purple, white, red and yellow azaleas are bursting into color at several special Houston locations, which provide the humid, subtropical climate that azaleas thrive in.

On your first spring morning in Houston, we'll begin our three-day, nine-stop independent bus tour. This tour will guide you through Houston's flourishing azalea district, including nine stops at wildy landscaped private residential gardens. As a bonus, we'll make a stop at Teas Nursery who invented the method used today that's been keeping azaleas evergreen in Houston for almost 100 years.

Your tour begins Tuesday morning and includes all of your breakfasts and lunches from Tuesday until Friday morning. Four night accommodations at Hotel Zaca and you only stop away from the botanically enthusiastic Hermann Park.

Join us in Houston and witness the beauty of these spectacular flowering shrubs.

\$2497 includes 3-day tour, five days at a 4-star hotel, all breakfasts and lunches, \$4158 per couple. [Save 30%!](#)

[Register for Tour](#) [Read more...](#)

ABOUT HIDDEN GARDENS TOURS



>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam lorem libero, vestibulum pellentesque gravida id, ultrices ac lectus. Morbi in dapibus diam. In pellentesque rhoncus neque, at adipiscing arcu ullamcorper. At, vestibulum feugiat augue convallis turpis dignissim tincidunt.

OUR TESTIMONIALS

Aliquam cursus lobortis laoreet. Donec tincidunt elit non nulla pharetra lacus. Ut eros purus, imperdiet et cursus a, pulvinar non nisi. Phasellus commodo, eros ultricies commodo euismod, nulla leo mattis eros, et return sapien libero ut lacus.

— Broncus Gravida

Nunc eu turpis et dui luctus tempor. Pellentesque a mauris ac eros convallis dictum ac id mauris. Suspendisse tempus ligula a risus condimentum



Alternative Brand Strategy – Single Brand

OFFLINE



AUDIO

IN PERSON



EVENTS

ONLINE



WEBSITE



BLOGS

The Economist



APPS



MAGAZINE



JOB BOARD



MULTIMEDIA LIBRARY



NEWSLETTERS

Alternative Brand Strategy - Portal Brand

OFFLINE



BOOKS



MAGAZINES



PATTERNS



DVDS

IN PERSON



TV



DIGITAL PRODUCTS

ONLINE



COMMUNITY



EMAIL NEWSLETTER



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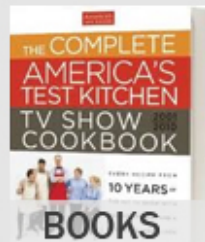


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Alternative Brand Strategy - Hybrid

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ONLINE



America's
TEST KITCHEN

Selecting Mentor Sites

Mequoda Open Content Standards

CONTENT-DRIVEN



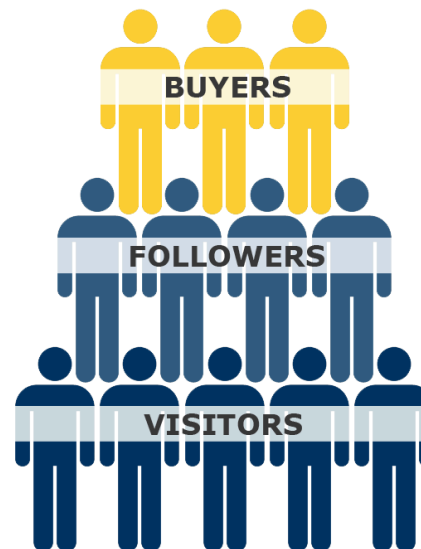
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Vida y Salud -- Novedades del Día

Las pesadillas los adultos

Las pesadillas son comunes y normalmente empiezan en la infancia, tendiendo a disminuir hacia la edad de 10 años. No obstante, las

Men's Health

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Excuse, Men's Health reviewed Andy Serkis, the actor who plays Caesar in the upcoming film of the Planet of the Apes.

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It's often said that a new job is the perfect occasion to reinvent yourself. Ed Henry explains why you shouldn't.

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The Way Forward: Stopping Osteoarthritis in Its Tracks

The U.S. Food and Drug Administration (FDA) has recently established the OARSI (Osteoarthritis Research Society International) FDA Initiative. The major goals of OARSI are to reexamine the definition of osteoarthritis progression and determine the best ways to evaluate new drugs for prevention and treatment of osteoarthritis. [More...](#)

Posted in [Alerts](#) on August 1, 2011

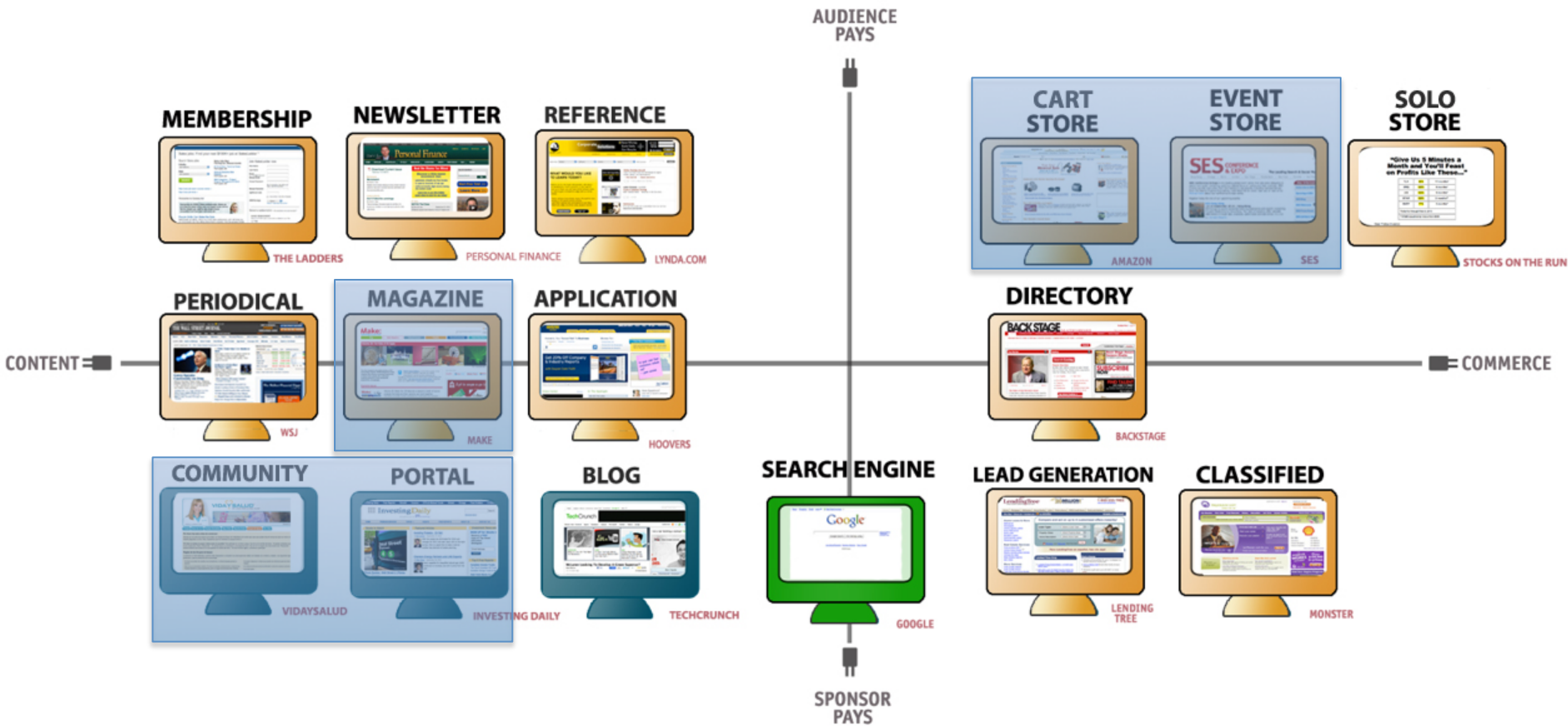
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[Yoga for Low Back Pain Relief: Alternative No. 10 Letter](#)

A growing number of medical professionals are finding that yoga can provide relief for some low back pain sufferers. Within the past few years, findings from well-designed, peer-reviewed studies have begun to move the practice of yoga beyond the category of alternative therapy. [More...](#)

16 Special Interest Media Archetypes

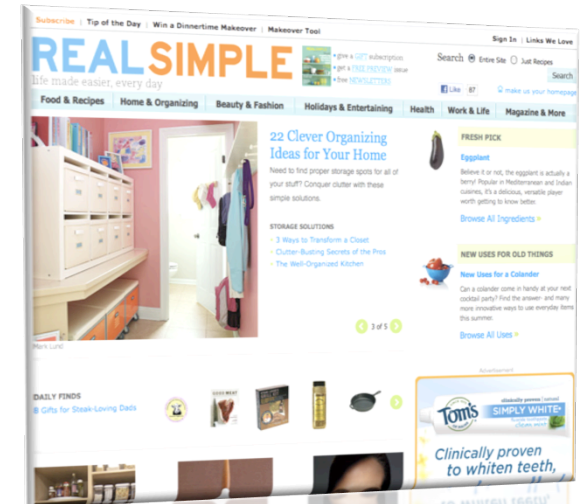
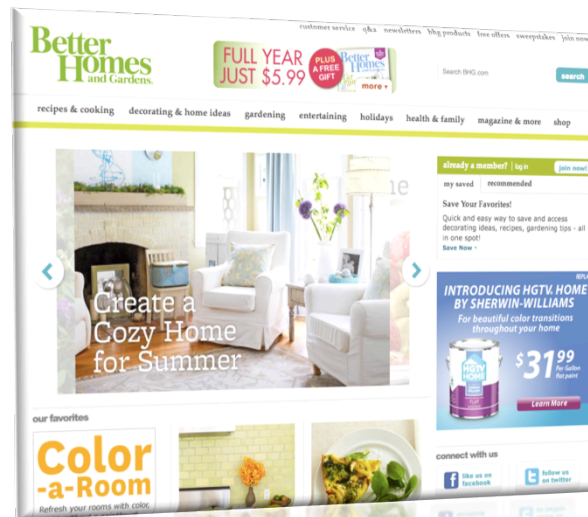
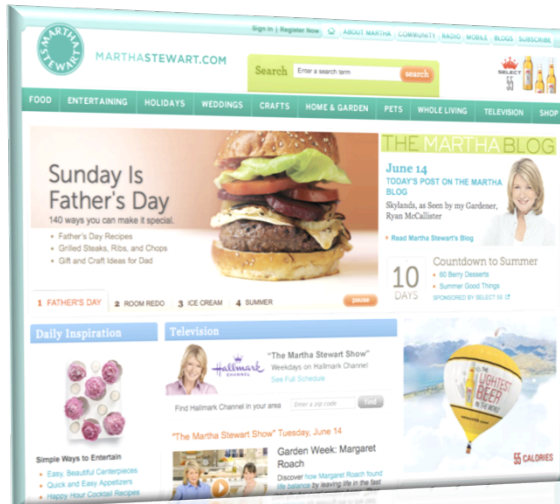


Portal Mentor Selection

Best Practice
Platform Codebase



3
Mentor Sites



Platform Strategy

Key Attributes of a Codebase

- **Codebase Portfolio**
- **Operating Environment**
- **# of Extensions**
- **Portability Options**
- **API Structure (100% WordPress)**
- **Compatibility**
- **License Fee**

- **Mequoda/WordPress Master Codebase**
- **16 Working Systems**
- **Incorporates API Protocols**
- **Illustrates Multi-Brand Strategy**
- **Leverages WordPress 3.2 Core**
- **Utilizes 37 GPL Extensions**
- **Incorporates 17 Mequoda Plug-ins**
- **Illustrates Current Mequoda Best Practices**



Portfolio Leverage



Make or Buy?

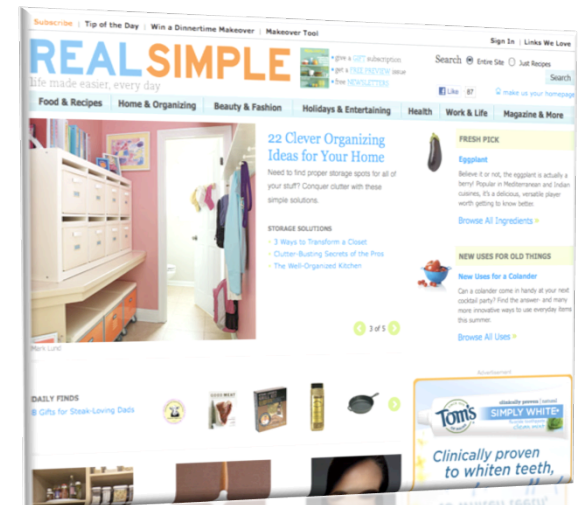
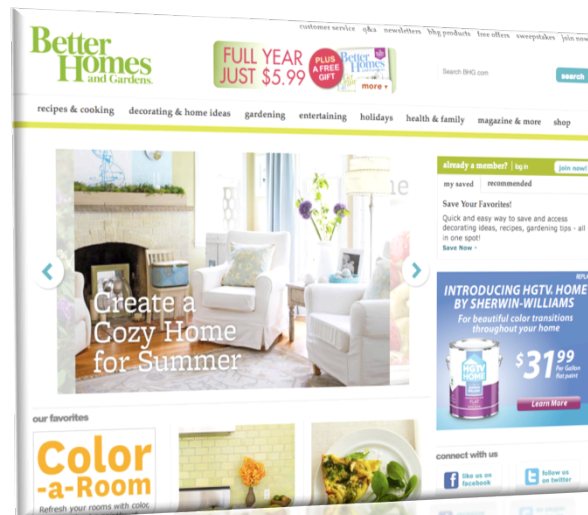
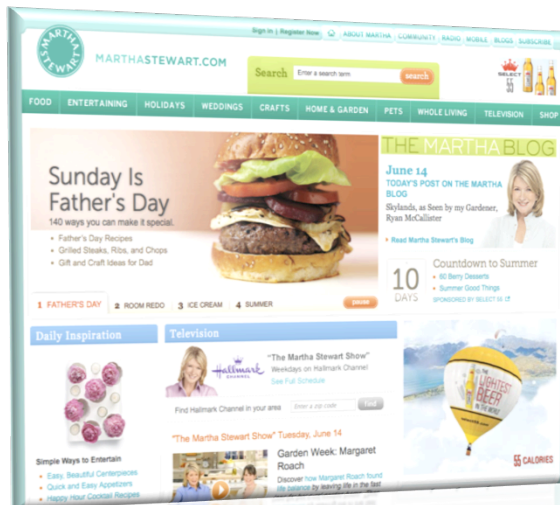
Creating Homepage Mockup and Style Guide

Portal Mentor Selection

Best Practice
Platform Codebase



3
Mentor Sites



Visual Considerations vs. Functional Considerations



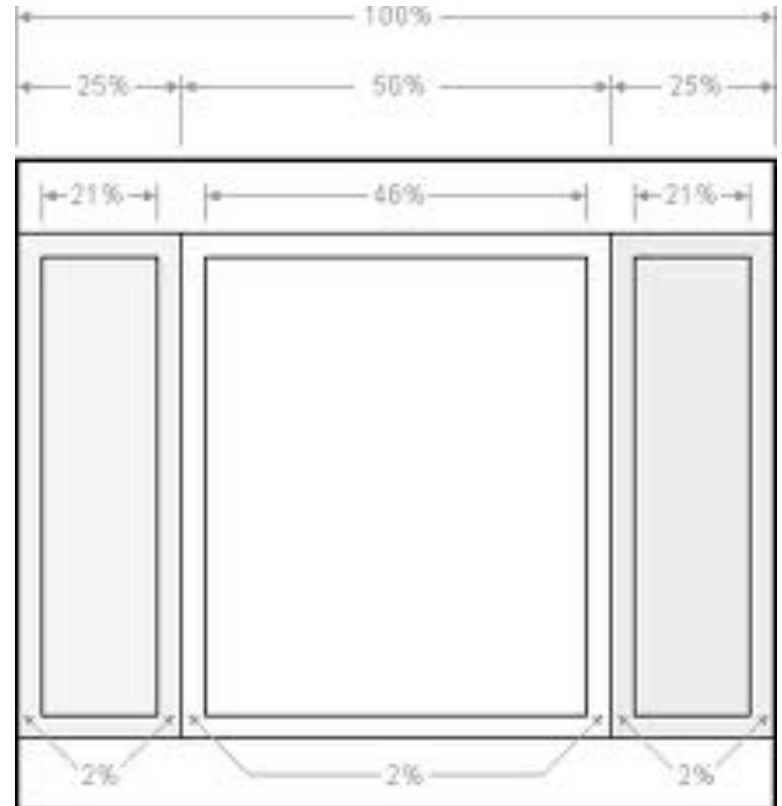
Creating Website Style Guide



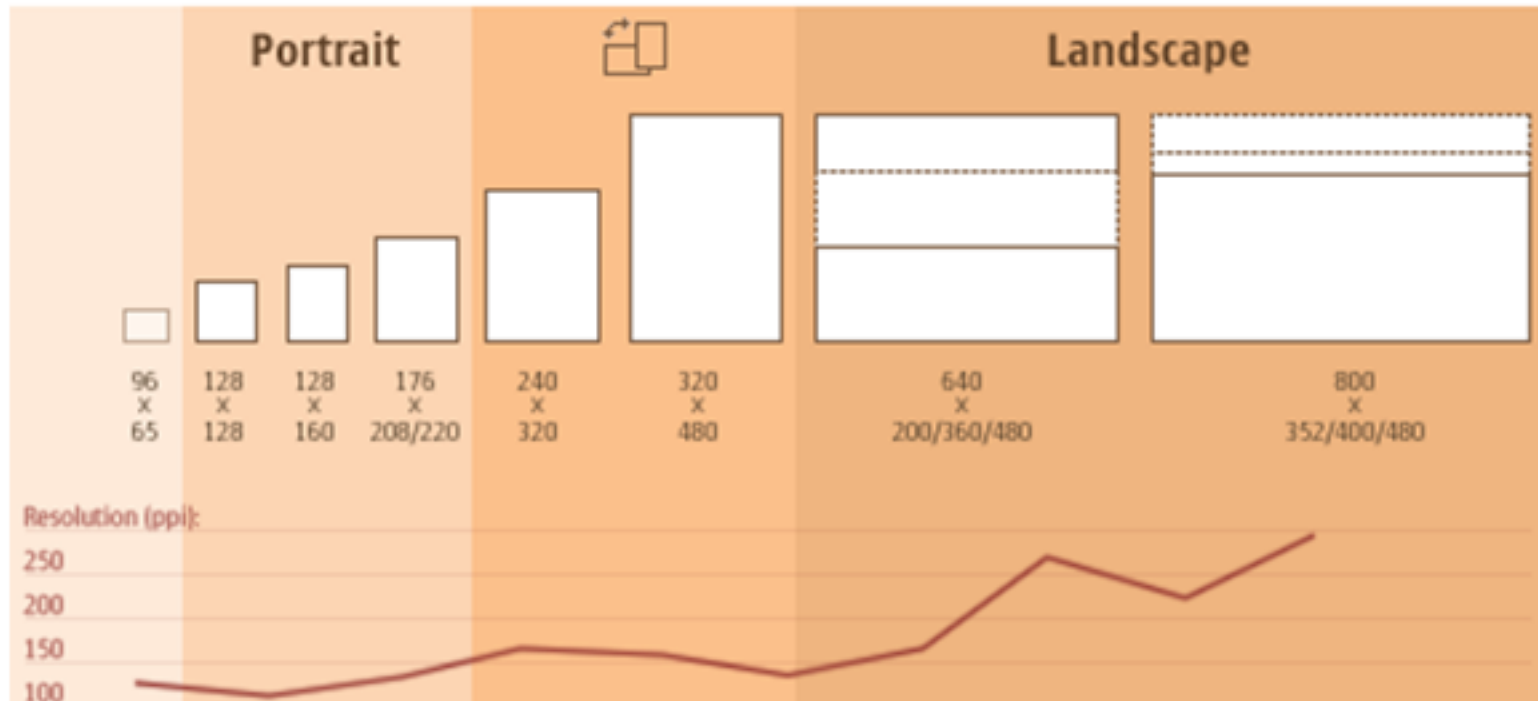
Georgia headlines

Helvetica body copy, menus

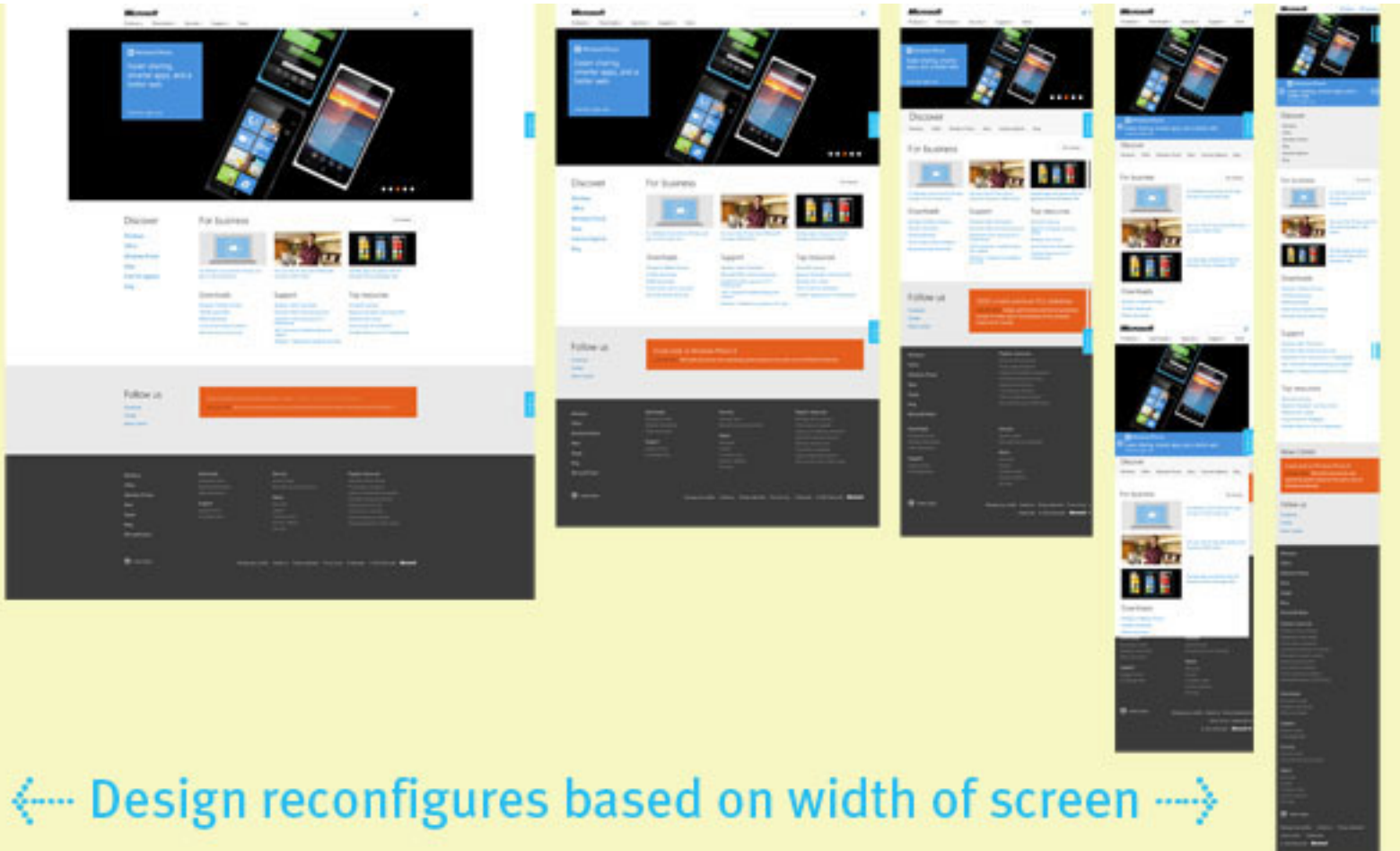
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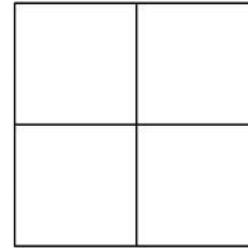


Responsive Website Design



← Design reconfigures based on width of screen →

Task priority



Navigation



Readability



Affordance



Operational Stakeholders



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Lead Editor



Graphic Designer



**Audience
Manager**



**Ecommerce
Manager**



**Advertising
Manager**

Agency Stakeholders



Aimee Graeber
Lead Designer



Lowell Allen
Information Architect



Paul O'Connell
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Norann Oleson
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Amanda MacArthur
Content Specialist



Nancy Horan
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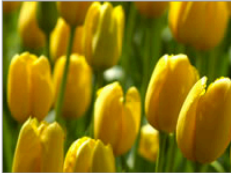
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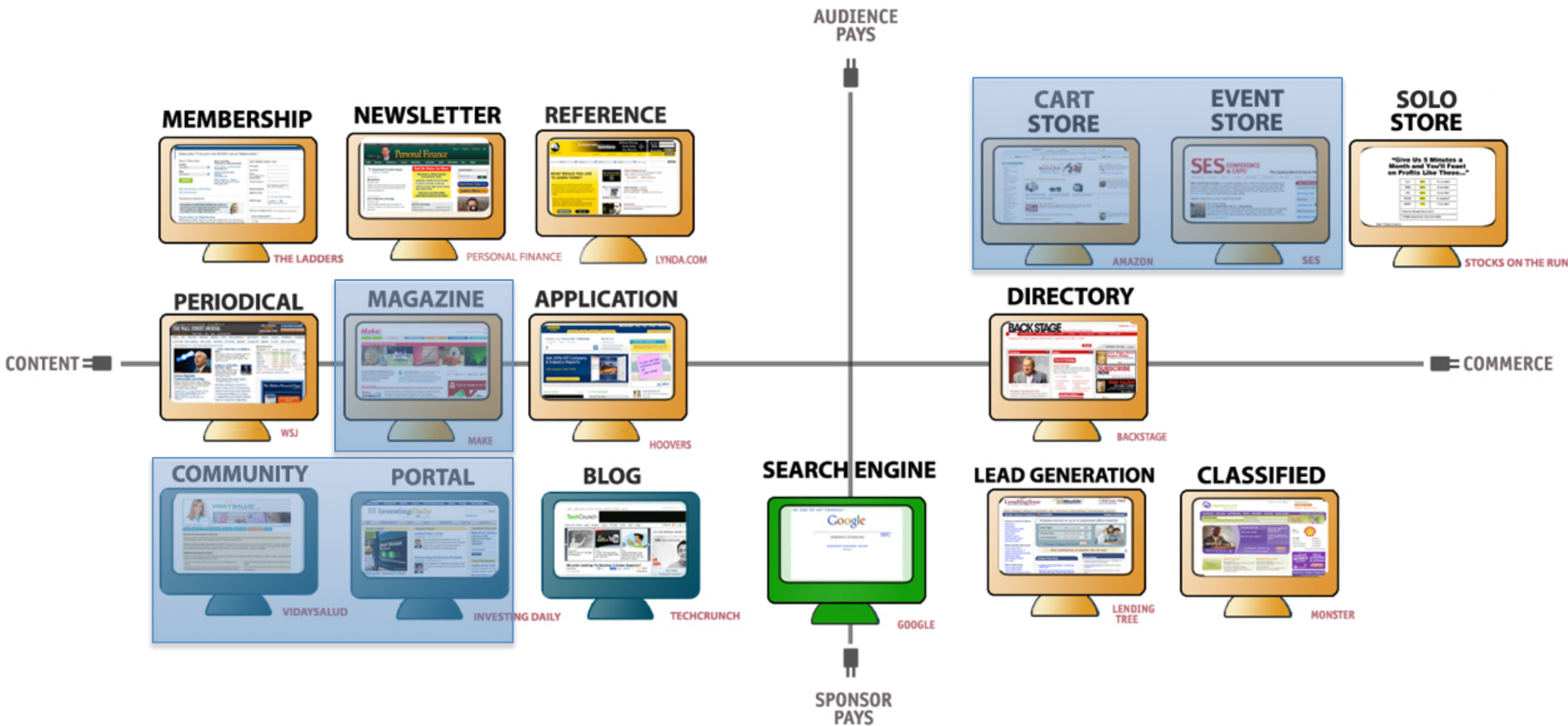
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- Asters

Rolling Out Your Design

16 Special Interest Media Archetypes



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Below the navigation, there are several featured sections:

- Azalea Care Secrets:** A promotional banner for a free guide, including an email sign-up form and a 'Get FREE Guide' button.
- Hidden Gardens:** A section for a magazine or newsletter, featuring a sunflower image and links to 'View latest issue' and 'Subscribe now'.
- CURRENT STORIES:** A main content area with three articles:
 - Orchid FAQ:** By John Doe, dated 05/25. Discusses orchid care after blooming. Includes an image of purple orchids.
 - Planting Spring Bulbs in Containers:** Dated 05/25. Discusses container gardening for tulips. Includes an image of yellow tulips.
 - Proper Drainage for Azaleas:** Dated 05/24. Discusses soil care for azaleas. Includes an image of pink azaleas.
- ADVERTISMENT:** A large placeholder for an advertisement, currently showing the 'iab.' logo.
- MUST-READ FREE DOWNLOADS:** A list of downloadable guides:
 - 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:** A section with a 'Perennials' category and a sub-item 'Asters'.

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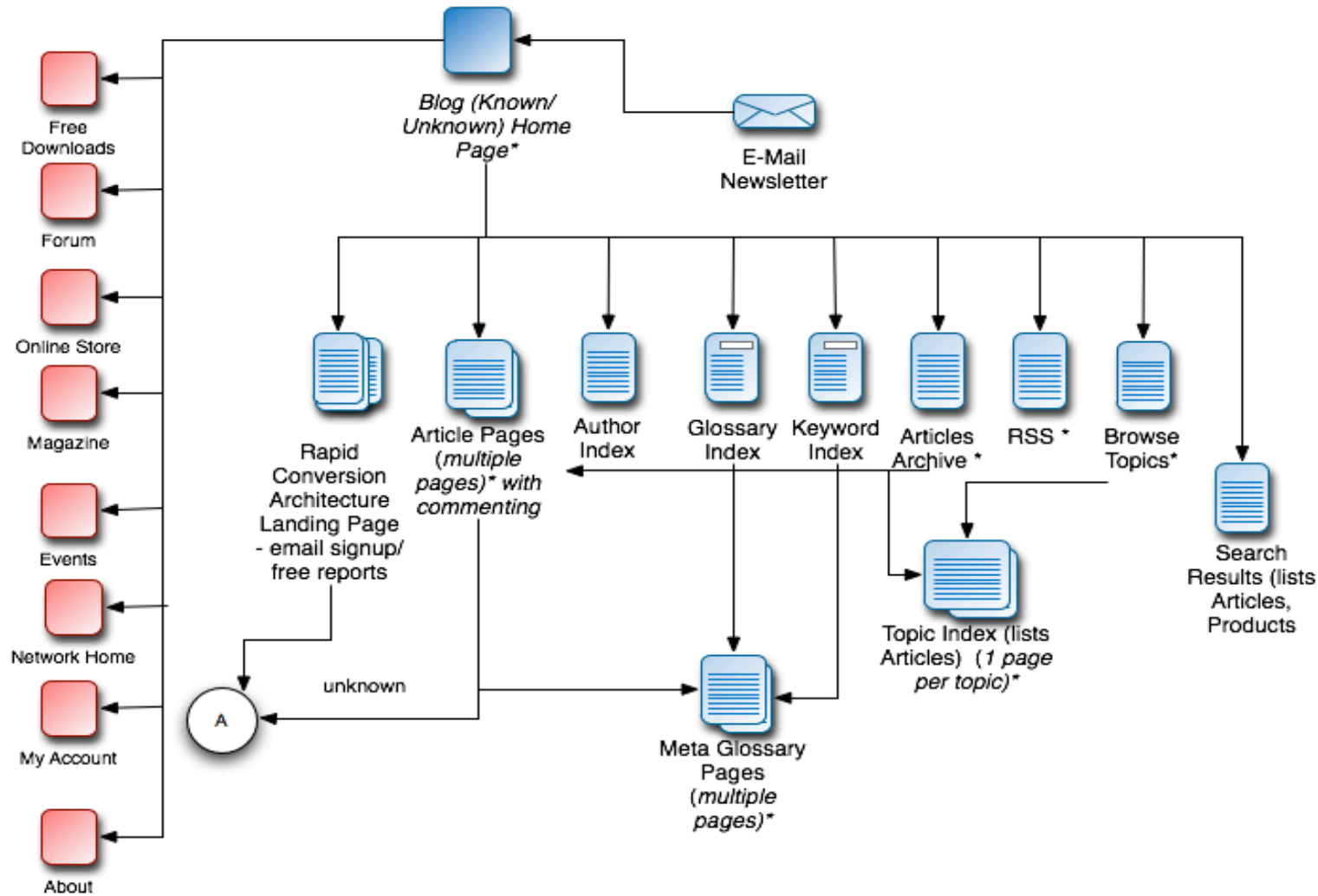
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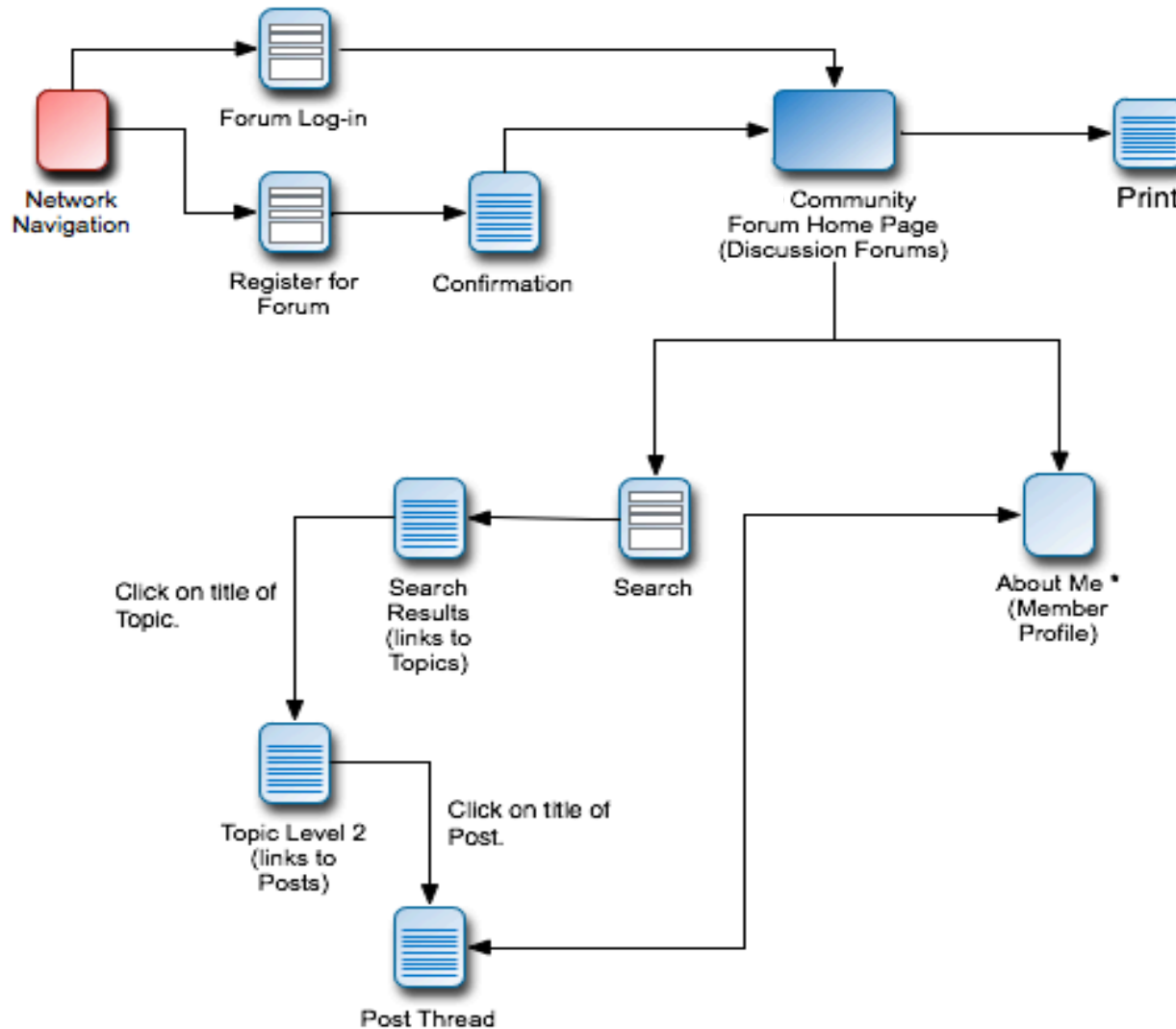
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- Perennials
 - Asters
 - Chrysanthemums

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Asters	Re: THE OFFICIAL... by JeanieH@6 Jun 15, 2011 7:12 PM	297	4213
Chrysanthemums	Re: Fabulous Projects for intrep... by Merich Jun 16, 2011 6:15 PM	159	1066
Clematis	Re: Purchase of new bulbs by Inalfcent 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 dirtunderfingemails May 27, 2011 7:12 PM	416	6854

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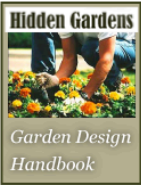
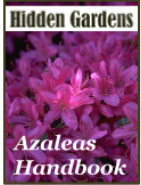


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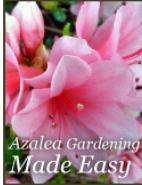
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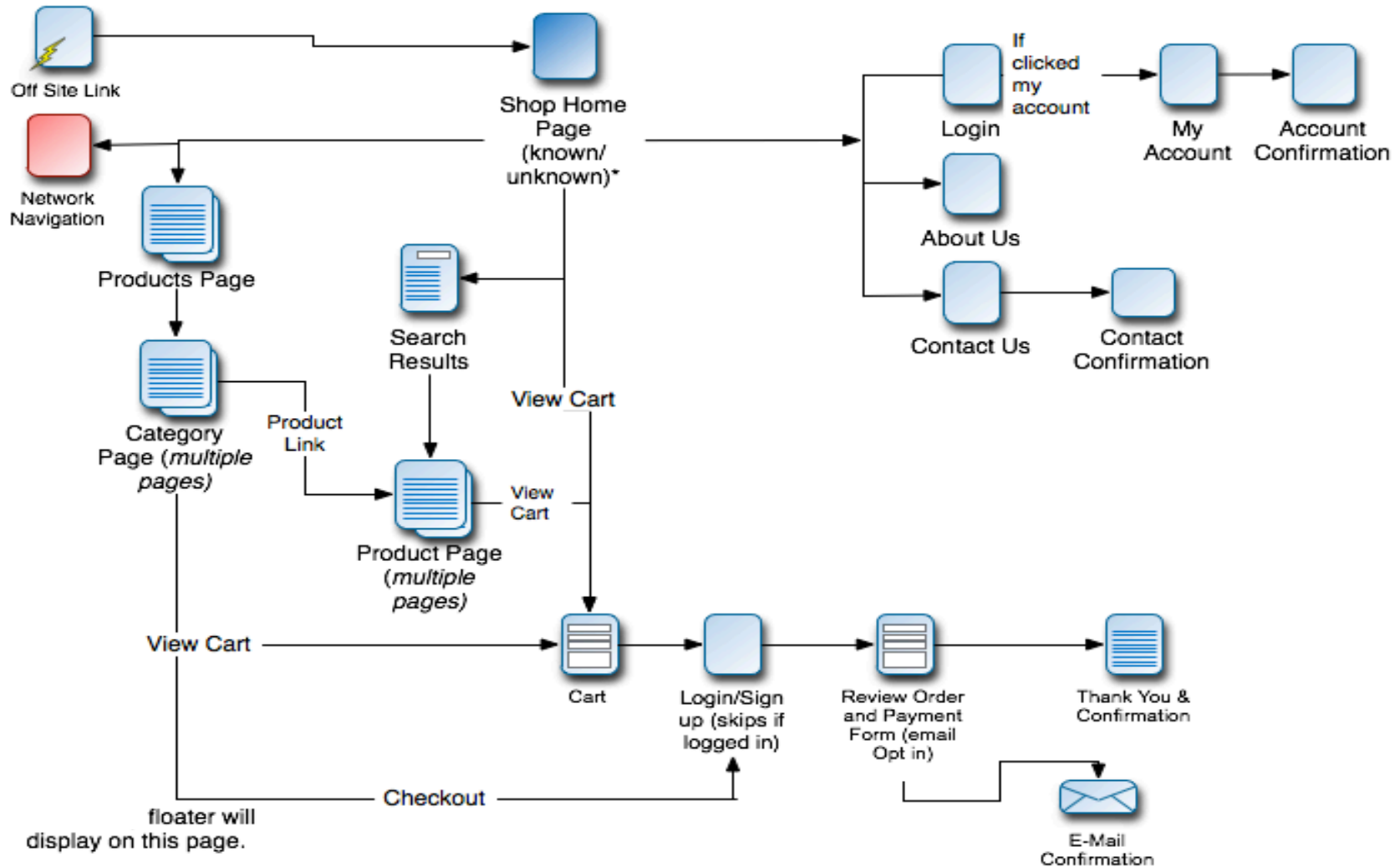
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Donec Tincidunt Elit Non Nulla
Ut eros purus, imperdiet et cursus a, pulvinar non nisi. Phasellus commodo, eros ultricies commodo euismod, nulla leo mattis eros, et rutrum sapien libero ut lacus. [Read more...](#)

Sed Vulputate Sagittis Pretium
Integer turpis turpis, mollis ut ultricies id, auctor nec massa. Fusce commodo ipsum at augue ultricies sit amet rutrum ligula auctor. Duis pulvinar ultricies nisi ut aliquam. Integer justo massa, ultrices non tristique sit amet. [Read more...](#)

Etiam Rhoncus Gravida Ligula Blandit
Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. In hac habitasse platea dictumst. Tellus at laoreet gravida, libero magna vehicula neque, eget tristique arcu ipsum eu enim. [Read more...](#)

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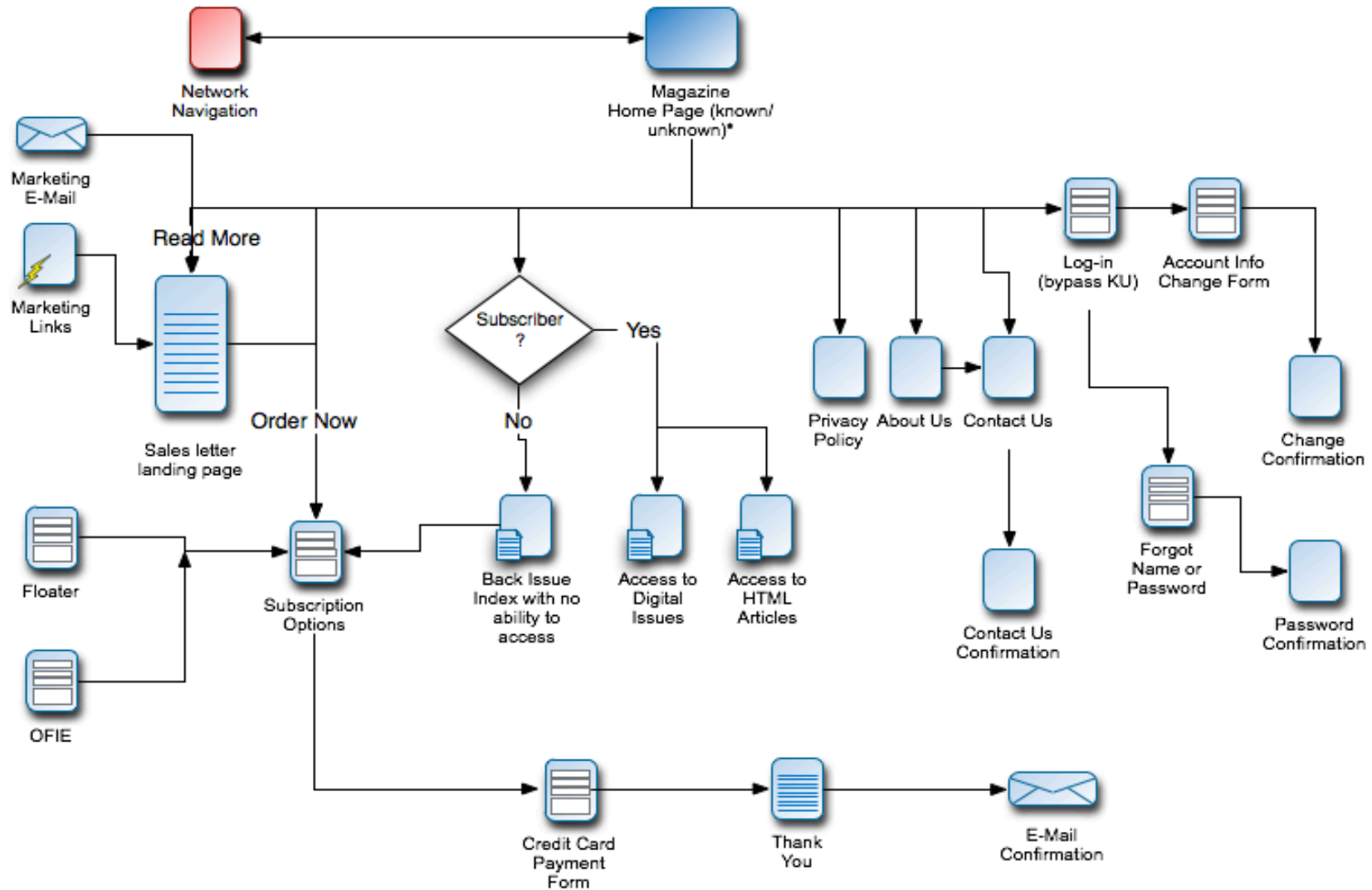
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Houston Azalea Tour — March 5–9
Hawaii Orchid Tour — March 26–30
Holland Bulb Tulip Tour — April 2–6

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UPCOMING TOURS

Houston Azalea Tour

March 5–9

In early March, vivid pink, purple, white, red and yellow azaleas are bursting into color at several special Houston locations, which provide the humid, subtropical climate that azaleas thrive in.

On your first spring morning in Houston, we'll begin our three-day, nine-stop independent bus tour. This tour will guide you through Houston's flourishing azalea district, including nine stops at wildly landscaped private residential gardens. As a bonus, we'll make a stop at Teas Nursery who invented the method used today that's been keeping azaleas evergreen in Houston for almost 100 years.

Your tour begins Tuesday morning and includes all of your breakfasts and lunches from Tuesday until Friday morning. Four night accommodations at Hotel Zaza put you only steps away from the botanically enthusiastic Hermann Park.

Join us in Houston and witness the beauty of these spectacular flowering shrubs.

\$2497 includes 3-day tour, five days at a 4-star hotel, all breakfasts and lunches. \$4158 per couple. **Save 30%!***

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Hawaii Orchid Tour

March 26–30

Inhale the fresh, floral air of Honolulu as you step off your plane and onto the blooming island of Oahu. From the picturesque mountains to the white sandy beaches, we'll have no trouble finding the most extraordinary orchid habitats. Famously difficult

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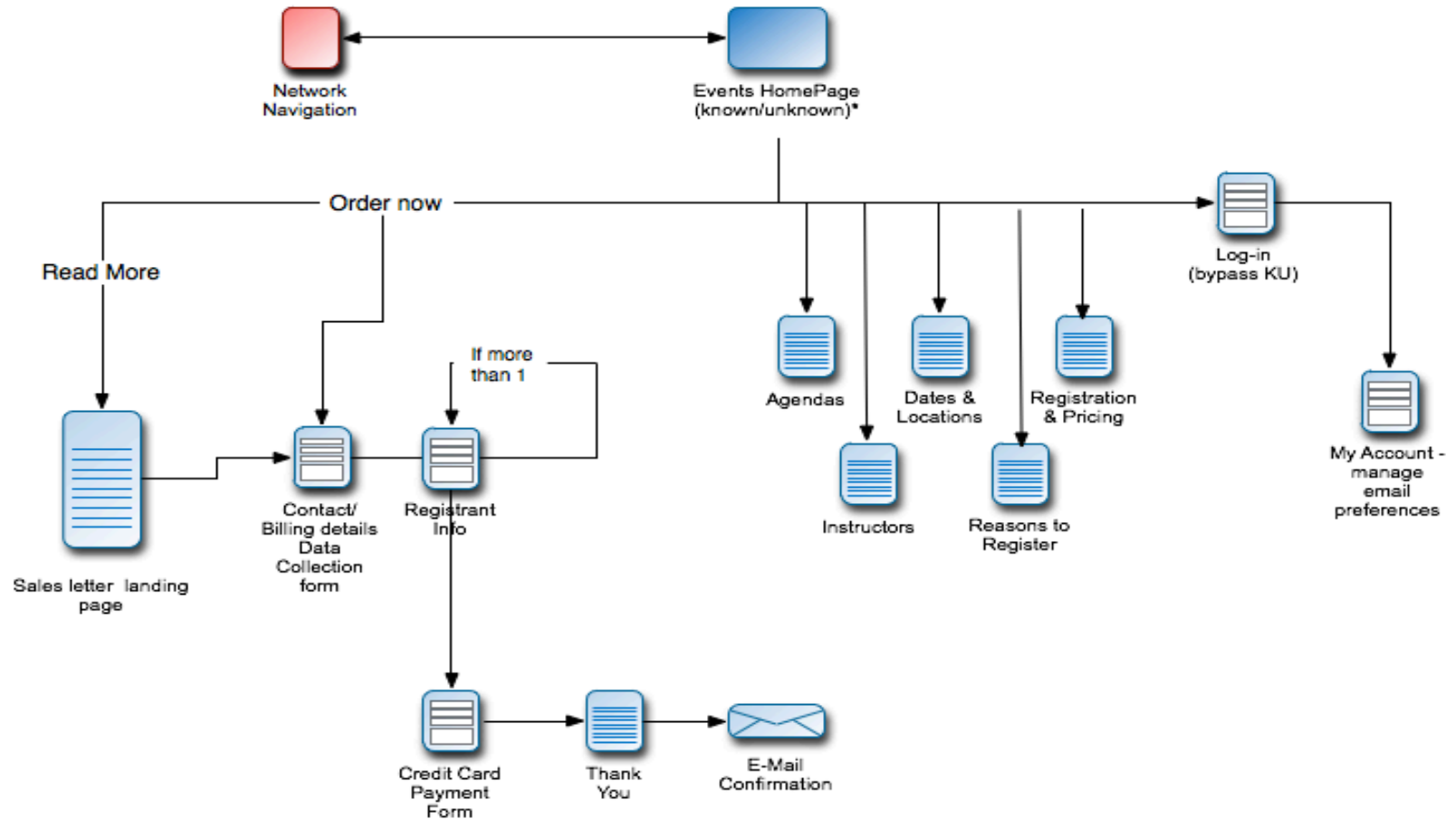
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— Rhoncus Gravida

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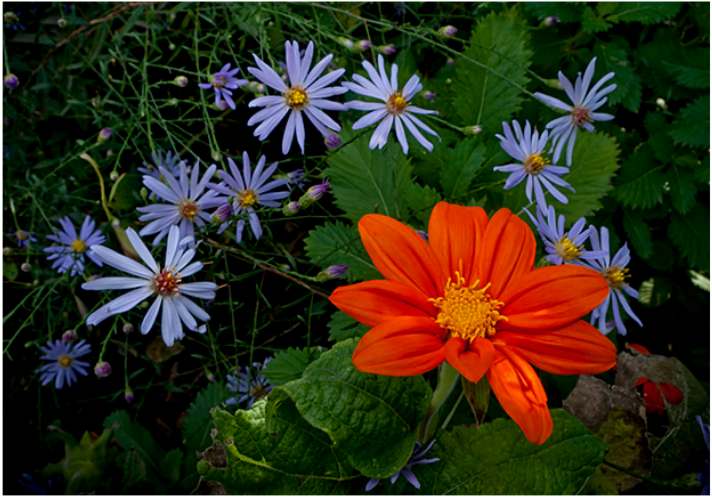
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