

# Designing Media Websites that Work

Create a Website for the  
Best User Experience

# Your Webinar Host



**Chris Sturk**

Managing Editor & Community Manager

Mequoda Group, LLC

[Chris@Mequoda.com](mailto:Chris@Mequoda.com)

(401) 835-6487

# Your Featured Speakers



**Aimee Graeber**  
Chief Technology Officer  
Mequoda Group, LLC  
[Aimee@Mequoda.com](mailto:Aimee@Mequoda.com)  
(508) 435-4228



**Don Nicholas**  
Chief Executive Officer  
Mequoda Group, LLC  
[Don@Mequoda.com](mailto:Don@Mequoda.com)  
(508) 358-9689

# The Frankenstein Website

The screenshot displays the Esquire website with several elements highlighted by a green border, illustrating a 'Frankenstein' layout. At the top, there is a Samsung sweepstakes banner for 'BE THE MAN' and a '52 cards, 52 gorgeous women' promotion. The main navigation bar includes 'WOMEN WE LOVE', 'COVER GALLERY', 'PERSONALS', 'ESQUIRE GEAR', 'BACK ISSUES', 'CURRENT ISSUE', and 'SEARCH Esquire'. A 'KeepMedia' sidebar on the left contains a search bar, 'Sign In', 'Sign Up', and a 'My History' section. The main content area features 'Esquire PREMIUM FREE FOR ESQUIRE SUBSCRIBERS' with a '78% off the cover price' offer and a 'subscribe' button. Below this is a 'browse issues' section with a row of magazine covers. The 'September 2005' section includes a 'feature' article titled 'The Foundation' and 'more articles' such as 'Michelle Monaghan is a Woman We Love' and 'Q+A: Steve Carell'. The bottom of the page shows a list of articles: 'The Foundation: Rebuilding at Ground Zero [By Scott Raab]', 'The Last Tailors [By Tom Junod]', and 'My Outcasted Life [By A. J. Jacobs]'. The footer contains the MEQUODA logo and the text 'Digital Strategy for Publishers'.

# The Jammed Packed Website

The screenshot displays the eDiets.com website interface. At the top, there is a navigation bar with categories like 'news', 'diet', 'fitness', 'recipe club', 'community', 'shop', and 'view plans'. Below this is a secondary navigation bar with sub-categories such as 'Diet/Nutrition', 'Fitness', 'Motivation', 'Health', 'Sex/Relationships', 'Style/Beauty', 'Food & Recipes', 'Low-Carb Solutions', and 'Healthy Kids'. The main content area is filled with various articles and promotional banners. On the left, there's a 'Diet News Wire' section with a list of articles including 'Coffee Packs Antioxidants' and 'Can Fries Give You Cancer?'. In the center, there's a 'FREE DIET PROFILE' section with a 'LOSE 10 POUNDS by Oct. 8' goal and input fields for height, weight, and age. On the right, there's a large 'My Best Recipe Contest' banner with a 'GO!' button. Below these, there are sections for 'Expert Insight' from Harvard Health Publications and Psychology Today, and a 'Find Your Perfect Diet' section. The bottom of the page features a grid of 'In the Diet News Center' articles, including 'Lettuce Review', 'Carrots are Tops', 'Ah, Temptation...', 'Workout Mistakes', 'Less Is More', and 'Mother Approves'. There are also several promotional banners, including one for a 'FREE\* Pedometer with your Personalized Diet'.

# The Flash Website

The screenshot displays the ELLE.com website layout. At the top, the ELLE logo is on the left, and navigation links for RUNWAY SHOWS, FASHION, SHOPPING, BEAUTY, ASTROLOGY, and IN THE MAGAZINE are in the center. A search bar is on the right. The main content area is divided into several sections:

- It's All In The Wrist:** A large image of various bracelets and a watch, with text: "FROM BEJWELED CHANEL CUFFS TO BOLD LUCITE BANGLES, WHAT YOUR WRIST NEEDS NOW".
- THURSDAY ESSENTIAL:** A photo of two women with the text "WHITE TEETH".
- FALL 2006: EDITORS' PICKS:** A photo of a woman in a blue dress with the text "ELLE STAFFERS PICK THEIR FAVORITE RUNWAY LOOKS".
- GREEN PARTY:** A photo of a woman with the text "CELEBS TURN OUT TO CELEBRATE ELLE'S GREEN ISSUE".
- Advertisement:** A photo of a woman in a red dress with the text "FALL 2006 READY-TO-WEAR Complete coverage from Milan, London, New York, and Paris, including: PRADA, MARC JACOBS, CHANEL, ALEXANDER MCQUEEN, CHRISTIAN DIOR, GUCCI".

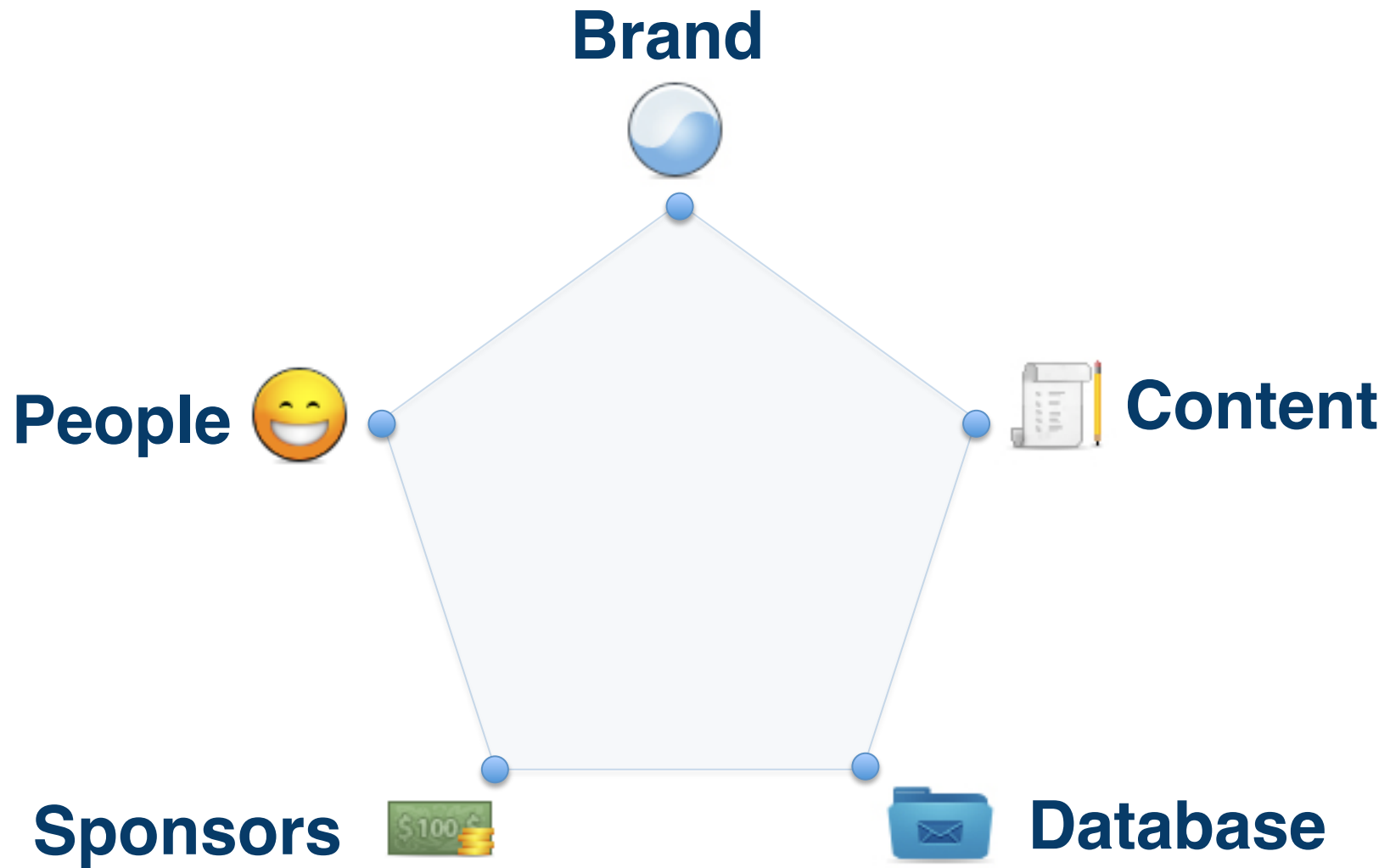
On the right side, there are several smaller promotional boxes:

- Imagine freedom:** Samsung Z5 digital audio player.
- SUBSCRIBE TO ELLE:** Includes links for "CLICK HERE TO SUBSCRIBE", "GIVE ELLE AS A GIFT", and "CUSTOMER SERVICE".
- ELLE.COM NEWSLETTER:** Includes a form to "Enter email address" and a "SIGN UP" button.
- DAILY ELLE:** Manolo Blahnik Stingray Sandal, sponsored by Bally.
- SPRING SHOES:** "The sexiest shoes on the planet, right here".
- Beauty GENIUSES:** "82 tips from the pros who work with Reese, Keira, and more".

At the bottom left, there is a "RUNWAY LINKS" section with two buttons: "Fall 2006 Ready-To-Wear" and "Spring 2006 Haute Couture".

# Choosing Business Models

# Complete Asset Inventory





# Publisher Revenue Goals

100%  
SPONSOR-  
DRIVEN

HYBRID  
50/50

100%  
COMMERCE  
-DRIVEN

VIDA Y SALUD  
EN LÍNEA CON LA OHA, ALIZA

TuVoz Un sitio de latinas para latinas

¡No te pierdas este reporte gratis sobre la Diabetes Mellitus!

Tomá control de tu salud. Actúa ahora para obtener inmediatamente la descarga gratuita del reporte, 7 Cosas Que Debes Saber de la Diabetes Mellitus.

Introduce tu Dirección de Correo Electrónico

Síguenos en: Facebook, Twitter

Las pesadillas y los adultos

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

SERIES G-FIT

Men's Health

THE BEST DRIVES IN AMERICA

Escape the city, explore the country, and leave your stress behind.

THE MAN BEHIND THE APE

Find a New Job Without Losing Yourself

SHOCKING: AMERICANS ARE GETTING HEALTHIER!

JOHNS HOPKINS HEALTH ALERTS

WELCOME TO JOHNS HOPKINS HEALTH ALERTS!

Get the latest news sent straight to your inbox. Register now for your FREE Johns Hopkins Health Alerts. Check the boxes below for all the topics you are interested in, enter your email address, and click "Send." It's fast, easy, and FREE!

Enter your email here:

Please send my alerts as:  HTML  Text

Health Alerts, Health After 50, Whole Papers, Symptom & Special Reports, Bookstore, My Preferences, About Us, Customer Service, Hopkins Patient Services

Registered Users Log In:

Forgot Password?

Become a Registered User! It's fast and FREE! The benefits of being a Registered User

Health Topic Pages

- Asthma
- Back Pain
- Cancer
- Cardiovascular Care/Prevention
- Colon Cancer
- Complementary Medicine
- Depression and Anxiety
- Diabetes
- Diabetes Mellitus
- Endocrine Disorders
- Exercise and Fitness
- Healthy Living
- Infant Health
- Hypertension and Stroke
- Lyme Disease
- Men's Health
- Nutrition and Weight Control
- Osteoporosis

## User Task Goals

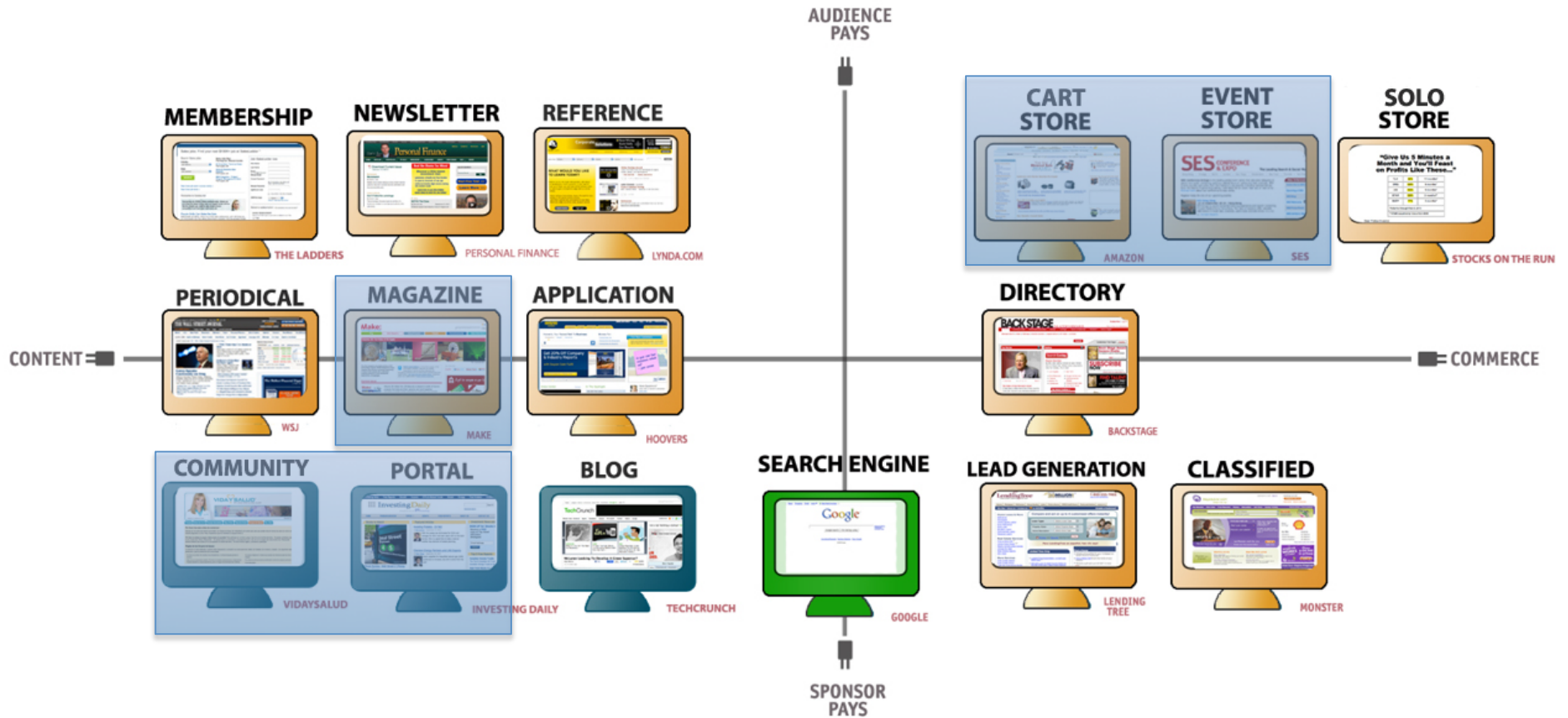
# Content



# Commerce



# 16 Special Interest Media Archetypes

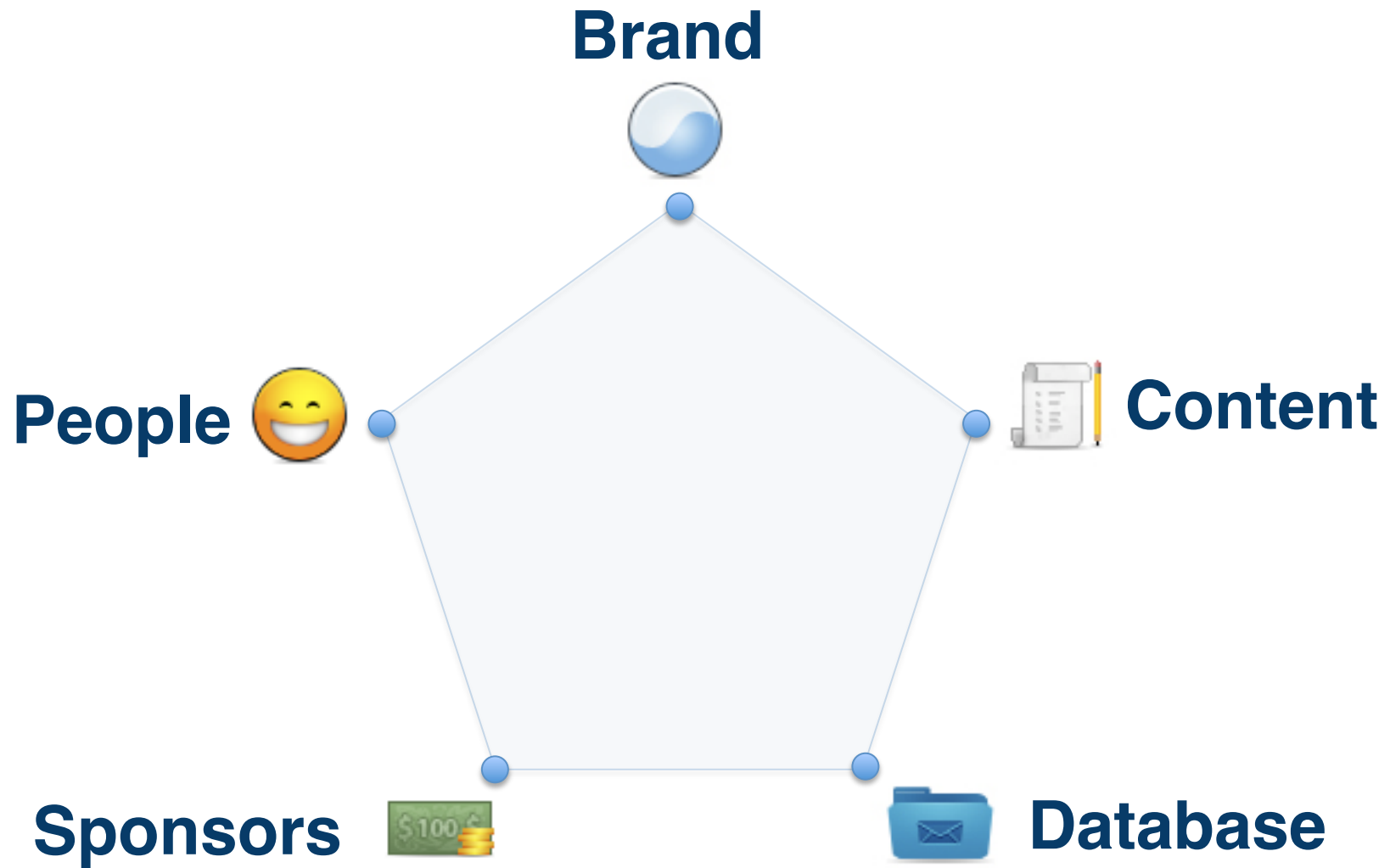


# 5 Archetypes



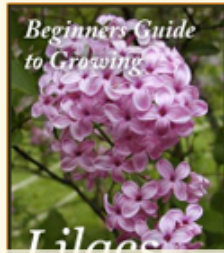
# Brand Strategy

# Complete Asset Inventory



# Visual Brand Strategy

## OFFLINE



BEGINNER GUIDES



MAGAZINE



HANDBOOKS

## IN PERSON



TOURS

*Gardens Daily*

## ONLINE



WEBSITE



EMAIL NEWSLETTER



FORUM



FREE eBooks



DVDS

# Website Brand Strategy

Get a free account and a FREE DOWNLOAD. Have an account? Please log in. | Text size: A A A

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

## Gardens Daily

GARDENING TIPS, TECHNIQUES AND INSPIRATION FROM THE EDITORS OF Green Gardens Press

Latest Posts Browse Topics Post Archive Authors Social Networking

### Azalea Care Secrets

Download your copy of *Azalea Care Secrets: When to Plant Azaleas and How to Grow Them for a Lifetime* and start receiving Gardens Daily — both absolutely free! [Read more...](#)

Enter your email address  [Get FREE Guide](#)

### Hidden Gardens

View latest issue [Subscribe now](#)

ADVERTISEMENT

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 Without Killing Them](#)

See all Free Downloads [▶](#)

BROWSE TOPICS

- Perennials
- Asters

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

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

## Gardens Daily

GARDENING TIPS, TECHNIQUES AND INSPIRATION FROM THE EDITORS OF Green Gardens Press

Store Home

### Hidden Gardens

View latest issue [Subscribe now](#)

FEATURED PRODUCTS

- [Hidden Gardens Garden Design Handbook](#) \$47.00
- [Hidden Gardens Azaleas Handbook](#) \$47.00
- [Orchid Gardening Made Easy DVD](#) \$19.97
- [Beginner's Guide to Growing Azaleas DVD and Beginner's Guide Bundle](#) \$24.97

BEST SELLERS

- [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

CLEARANCE - 50% OFF LAST YEAR'S EDITIONS

BROWSE TOPICS

- Perennials
- Asters
- Chrysanthemums
- Clematis
- Conifers
- Daylilies
- Hardy Geraniums
- Hostas
- Roses
- Ornamental Grasses
- Peonies
- Phlox
- Roses
- Salvia
- Sedum
- Annuals
- Begonias
- Annual Salvia
- Cosmos
- Geraniums
- Impatiens
- Marginals
- Pansies
- Petunias
- Zinnias
- Bulbs

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

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

## Hidden Gardens

Green Gardens Press

Magazine Home Article Archive Issue Archive Subscriptions About Hidden Gardens

Choose the subscription that's best for you:

- \$18/yr digital subscription (6 issues) plus unlimited access to 200 back issues
- \$12/yr digital subscription (6 issues)
- \$6/issue

[Subscribe Now](#)

[Learn More...](#)

HIDDEN GARDENS EDITORS

- Leahora Carrington, Editorial Director
- Yvonne Delaney, Managing Editor
- Linda Blumer, Assistant Editor
- Douglas Cuban, Photography Editor

WHAT OUR READERS ARE SAYING

*Love it! ipsum dolor sit amet, consectetur adipiscing elit. Sed felis*

IN THE MAY/JUNE ISSUE

### Vestibulum Tristique Pulvinar Purus

By John Doe

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean scelerisque viverra vulputate. Nam metus nibh, varius eu laoreet vel, agestis sed metus. Donec luctus posuere aliquam. Sed in portitor lorem. Quisque sit amet velit nunc. Fusce malesuada auctor vehicula. [Read more...](#)

### Donec Tincidunt Elit Non Nulla

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

### Etiam Rhoncus Gravidia 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...](#)

### Sed Vulputate Sagittis Pretium

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

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

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

## Hidden Gardens

Green Gardens Press

Events Home Azalea Tour Orchid Tour Tulip Tour Brochures

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 districts, including nine stops at widely 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%!**

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

### 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 to grow at home, orchids thrive in the tropical climate of

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 eros ultricesper at. Vestibulum fengiat augue convallis turpis dignissim tincidunt.

TOUR TESTIMONIALS

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

— Rhoncus Gravidia

*Nunc eu turpis et dui luctus tempor. Pellentesque a mauris ac eros convallis dictum ac id mauris. Famespense fames ligula a risus conlimentum*



# Alternative Brand Strategy – Single Brand

OFFLINE



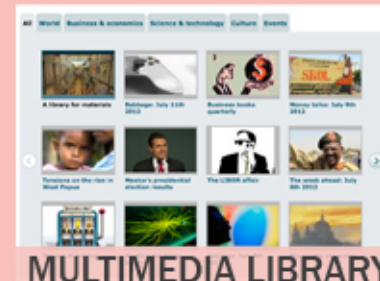
IN PERSON



ONLINE



The Economist



# Alternative Brand Strategy - Portal Brand

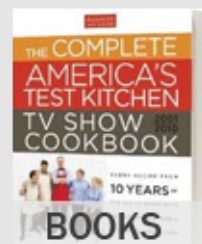


# Alternative Brand Strategy - Hybrid

## OFFLINE



## ONLINE



# Content Strategy

# Mequoda Open Content Standards

## CONTENT-DRIVEN



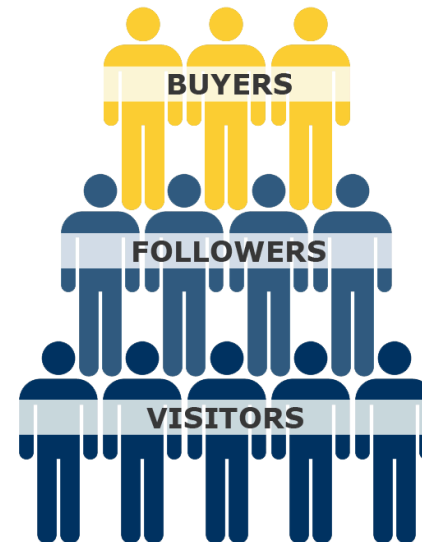
## GOOGLE-FRIENDLY



## SUBSCRIBER-CENTRIC



## MULTI-PLATFORM



# Resource/People Strategy

# Operators vs. Agencies



# Operational Stakeholders



**Publisher**



**Lead Editor**



**Graphic Designer**



**Audience  
Manager**



**Ecommerce  
Manager**



**Advertising  
Manager**



**Strategic  
Consultant**



# Agency Stakeholders



Aimee Graeber  
**Lead Designer**



Lowell Allen  
**Information Architect**



Paul O'Connell  
**Graphic Designer**



Don Nicholas  
**Strategic Consultant**



Norann Oleson  
**Keyword Specialist**



Amanda MacArthur  
**Content Specialist**



Nancy Horan  
**Project Manager**

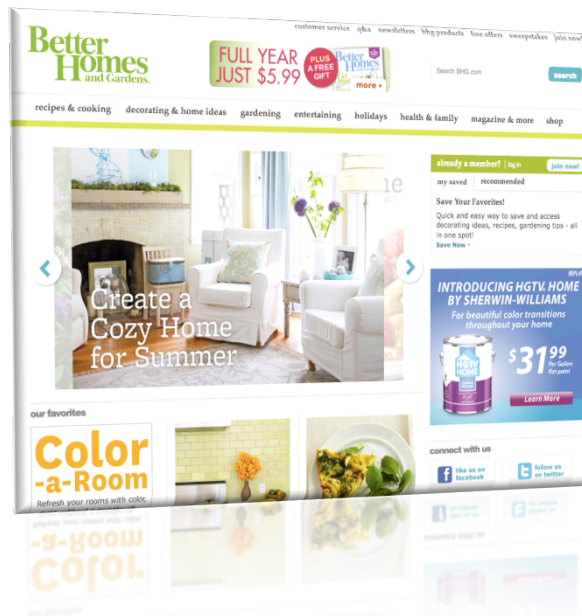
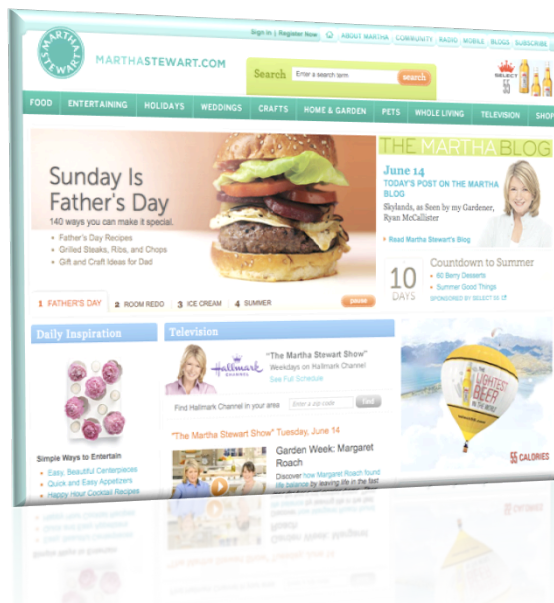
# Creating Homepage Mockup and Style Guide

# Portal Mentor Selection

Best Practice  
Platform Codebase



3  
Mentor Sites



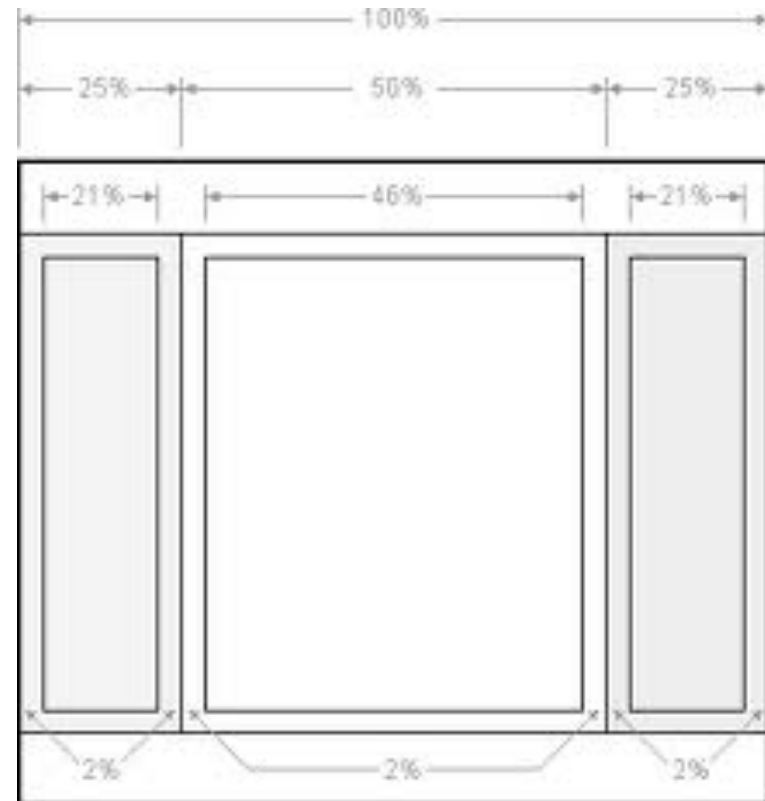
# Creating Website Style Guide



Georgia headlines

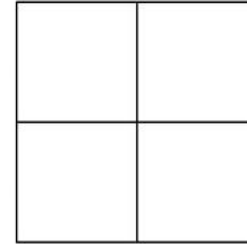
Helvetica body copy, menus

**TAHOMA** section titles



# Functional Considerations

**Task priority**



**Navigation**



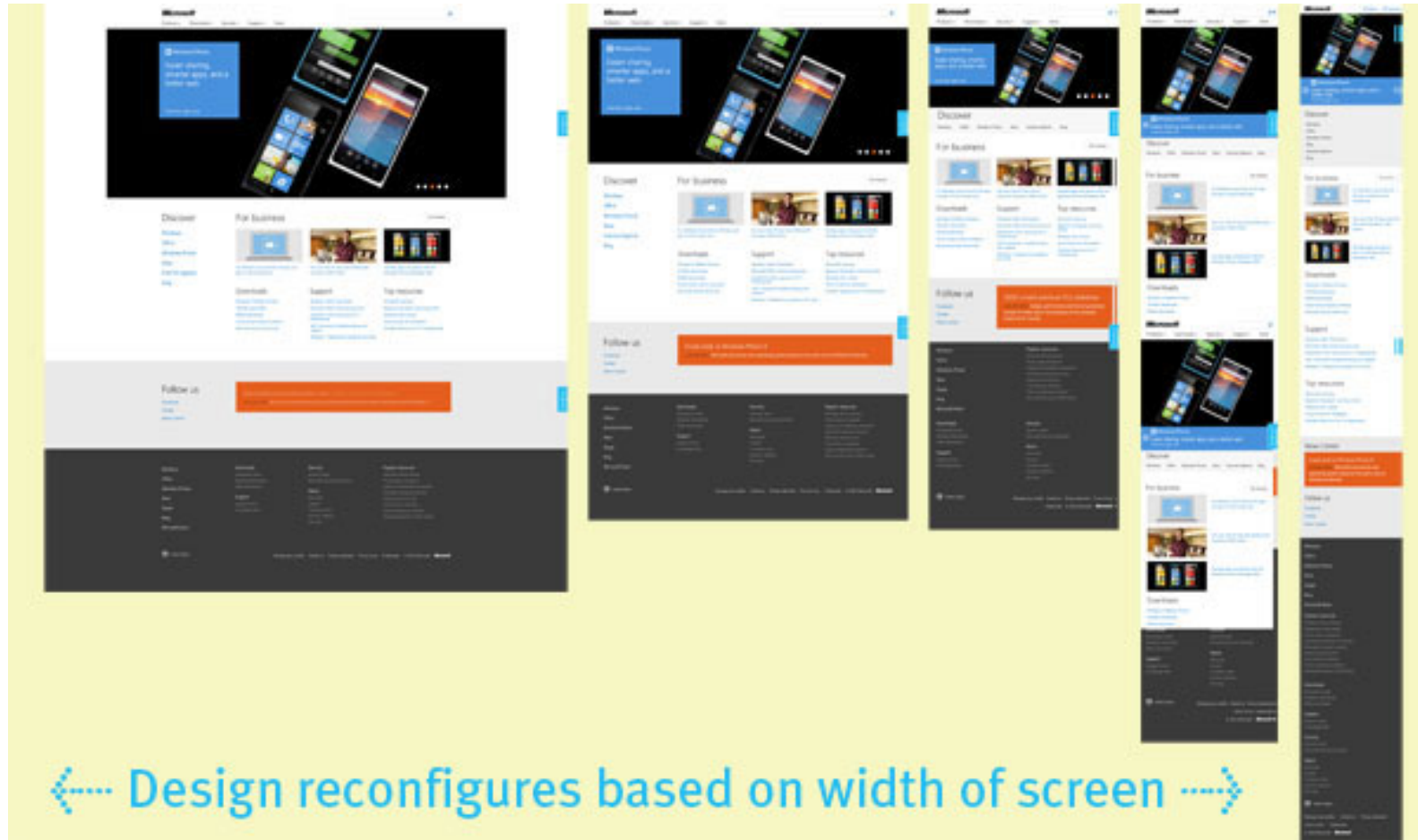
**Readability**



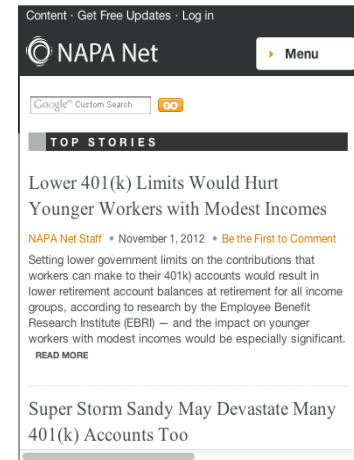
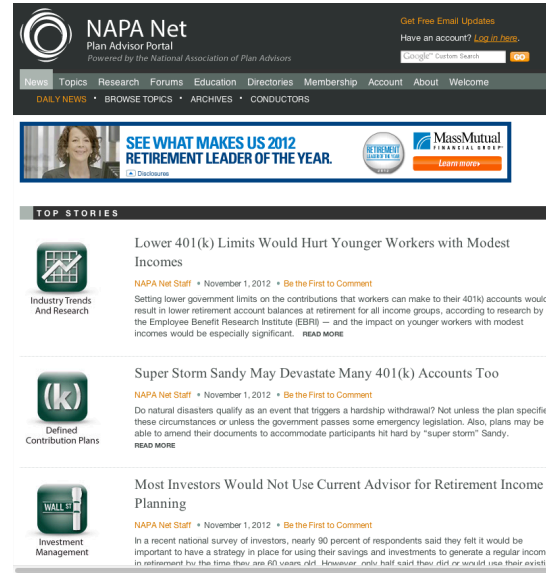
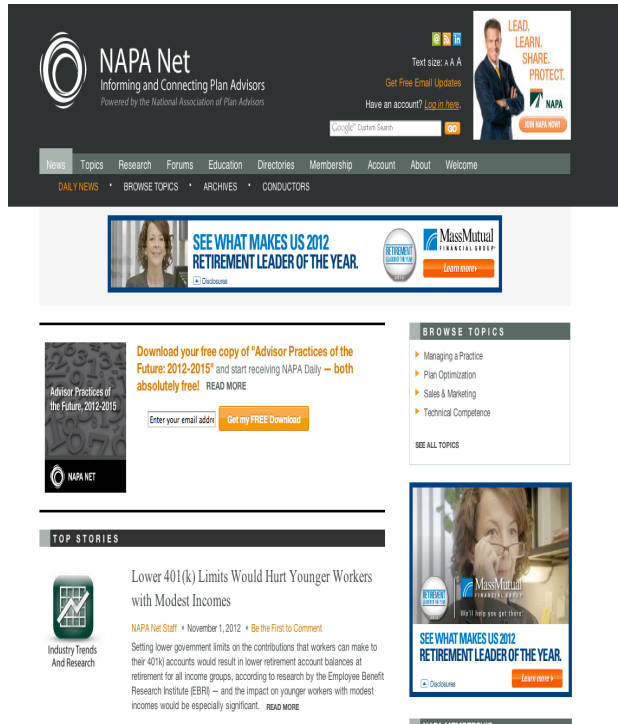
**Affordance**



# Responsive Website Design



# Responsive Website Design



# Blog Homepage Mockup


Get a free account and a **FREE DOWNLOAD**. | Have an account? Please log in. | Text size: A A A

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

## Gardens Daily

GARDENING TIPS, TECHNIQUES AND INSPIRATION FROM THE EDITORS OF *Green Gardens Press*

Latest Posts | Browse Topics | Post Archive | Authors | Social Networking




### Azalea Care Secrets

Enter your email address

**Get FREE Guide**


Download your copy of *Azalea Care Secrets: When to Plant Azaleas and How to Grow Them for a Lifetime* and start receiving Gardens Daily — both absolutely free! [Read more...](#)



### Hidden Gardens

[View latest issue](#) ▶  
[Subscribe now](#) ▶

#### CURRENT STORIES



### Orchid FAQ

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 is 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

ADVERTISEMENT



#### 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**

[See all Free Downloads](#) ▶

#### BROWSE TOPICS

- ▶ Perennials
- Asters



# Rolling Out Your Design

# 5 Archetypes



# Choosing Your Network Scheme

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

Tab Label	Nameplate	URL
Home	Green Gardens Press	<a href="http://www.greengardenspress.com">www.greengardenspress.com</a>
Daily Blog	Gardens Daily	<a href="http://www.greengardenspress.com/gardensdaily">www.greengardenspress.com/gardensdaily</a>
Free Downloads	Gardens Daily	<a href="http://www.greengardenspress.com/downloads">www.greengardenspress.com/downloads</a>
Community	Gardens Daily	<a href="http://www.greengardenspress.com/community">www.greengardenspress.com/community</a>
Shop	Green Gardens Shop	<a href="http://www.greengardenspress.com/shop">www.greengardenspress.com/shop</a>
Magazine	Hidden Gardens	<a href="http://www.greengardenspress.com/hiddengardensmagazine">www.greengardenspress.com/hiddengardensmagazine</a>
Events	Hidden Gardens Tours	<a href="http://www.greengardenspress.com/hiddengardenstours">www.greengardenspress.com/hiddengardenstours</a>
My Account	Green Gardens Press	<a href="http://www.greengardenspress.com/myaccount">www.greengardenspress.com/myaccount</a>
About Us	Green Gardens Press	<a href="http://www.greengardenspress.com/about">www.greengardenspress.com/about</a>

# Designing Your Blog



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

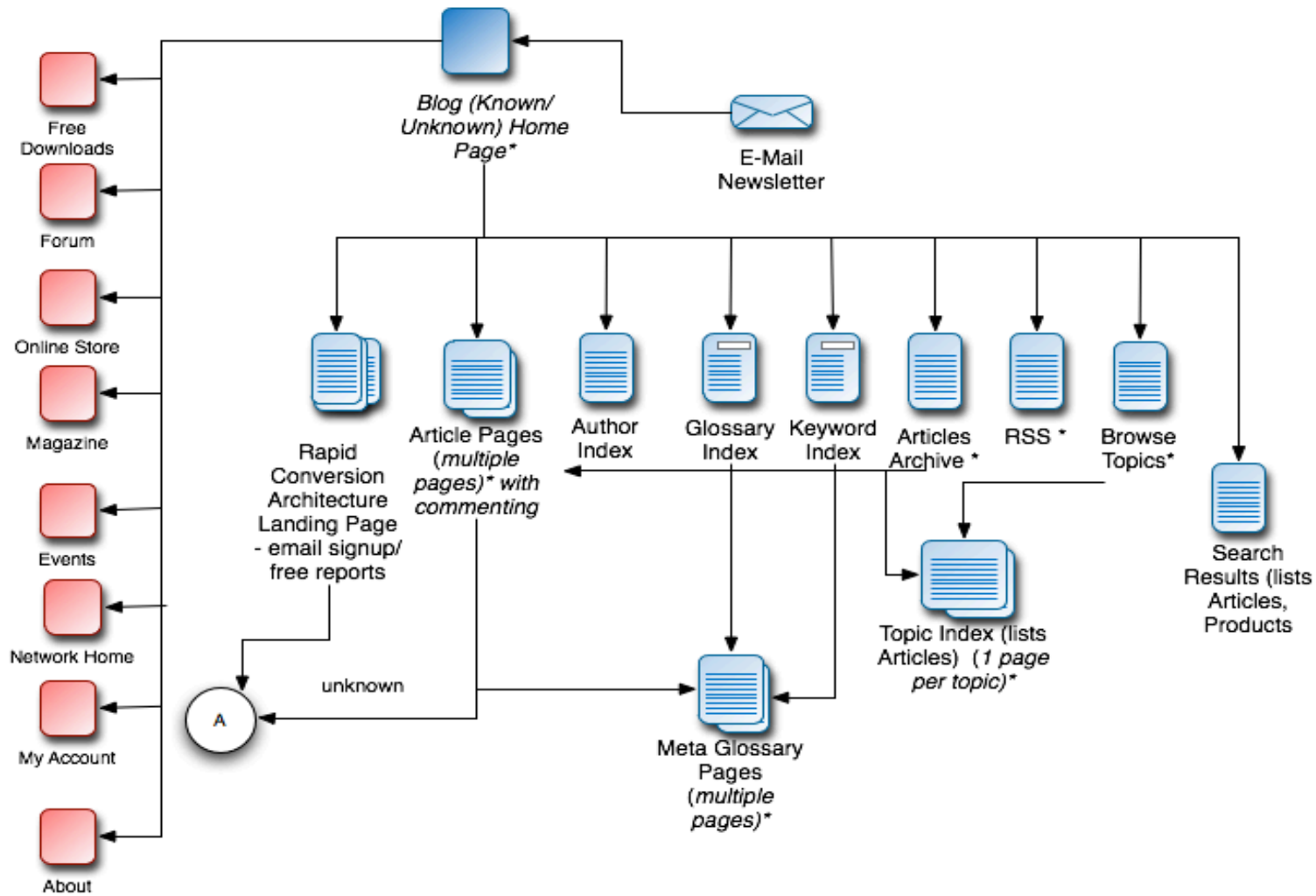
Gardens Daily

newsletter design

Gardens Daily WIR

newsletter design

# Blog Sitemap



# Designing Your Community/Forum

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

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

**Gardens Daily** GARDENING TIPS, TECHNIQUES AND INSPIRATION FROM THE EDITORS OF *Green Gardens Press*

Forums Home

Hidden Gardens  
View latest issue  
Subscribe now

ADVERTISEMENT

iab.

**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**

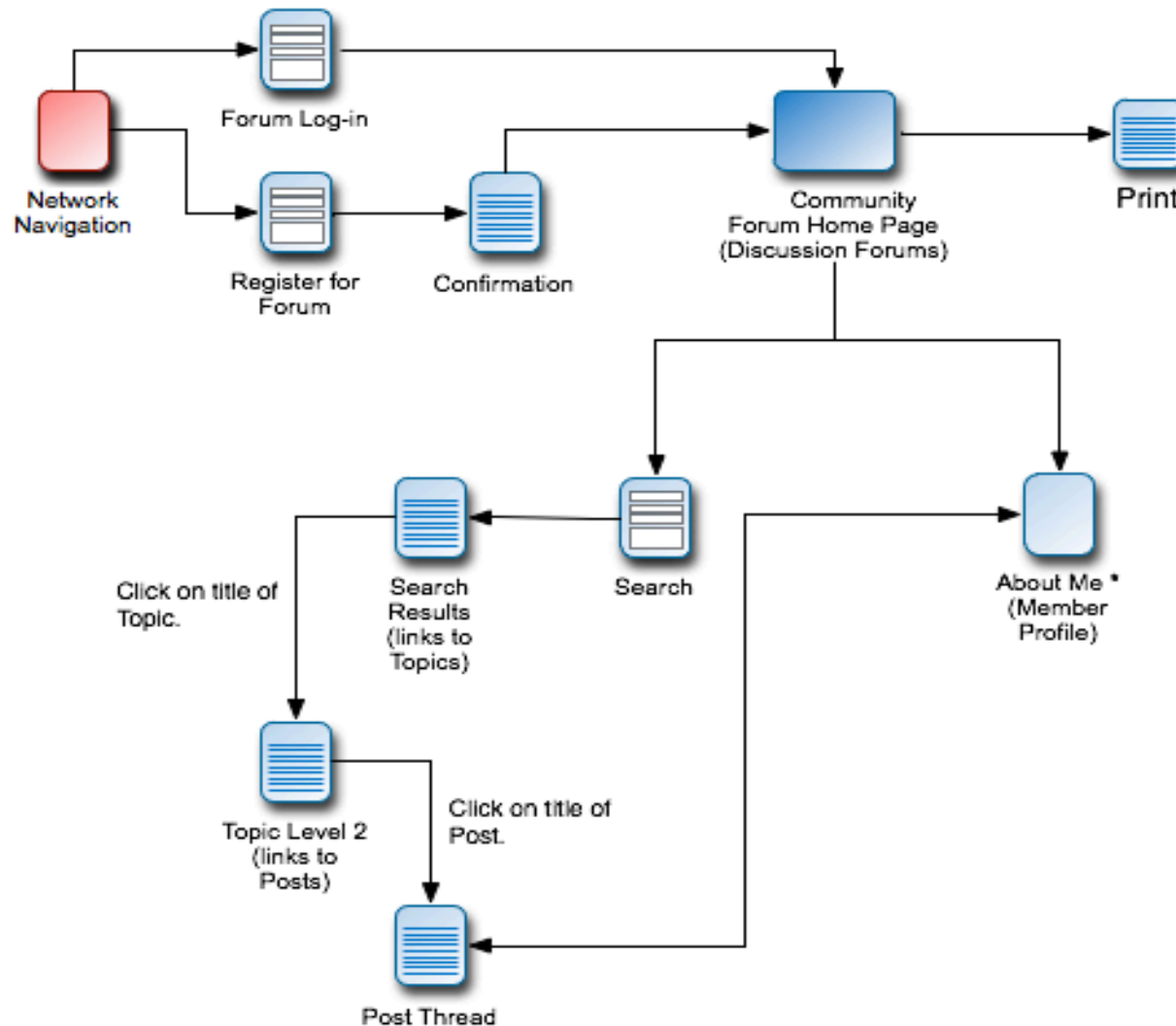
- Perennials
  - Asters
  - Chrysanthemums

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 intrepid... by Merlich Jun 16, 2011 6:15 PM	159	1066
Clematis	Re: Purchase of new bulbs by lhalfcent 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 amando 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

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis ullamcorper, sem eget facilisis accumsan, erat ligula porttitor tortor, ut viverra mauris augue viverra neque. Cras eget elit metus. Nullam quis libero et nunc aliquet iaculis. Aenean dignissim lacinia facilisis. Nulla facilisi. Vivamus congue lacus augue, ut ullamcorper mi. Vestibulum vitae quam sed massa cursus accumsan. Pellentesque fringilla augue convallis turpis hendrerit sed dapibus est fringilla. Praesent non tellus vitae lacus cursus blandit in ut turpis.

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

# Community/Forum Sitemap



# Designing Your Online Store

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

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

**Gardens Daily** GARDENING TIPS, TECHNIQUES AND INSPIRATION FROM THE EDITORS OF *Green Gardens Press*

Store Home

**FEATURED PRODUCTS**

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

**BEST SELLERS**

- 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

**CLEARANCE - 50% OFF LAST YEAR'S EDITIONS**

Beginners Guide | Beginners Guide | Beginners Guide | Hidden Gardens

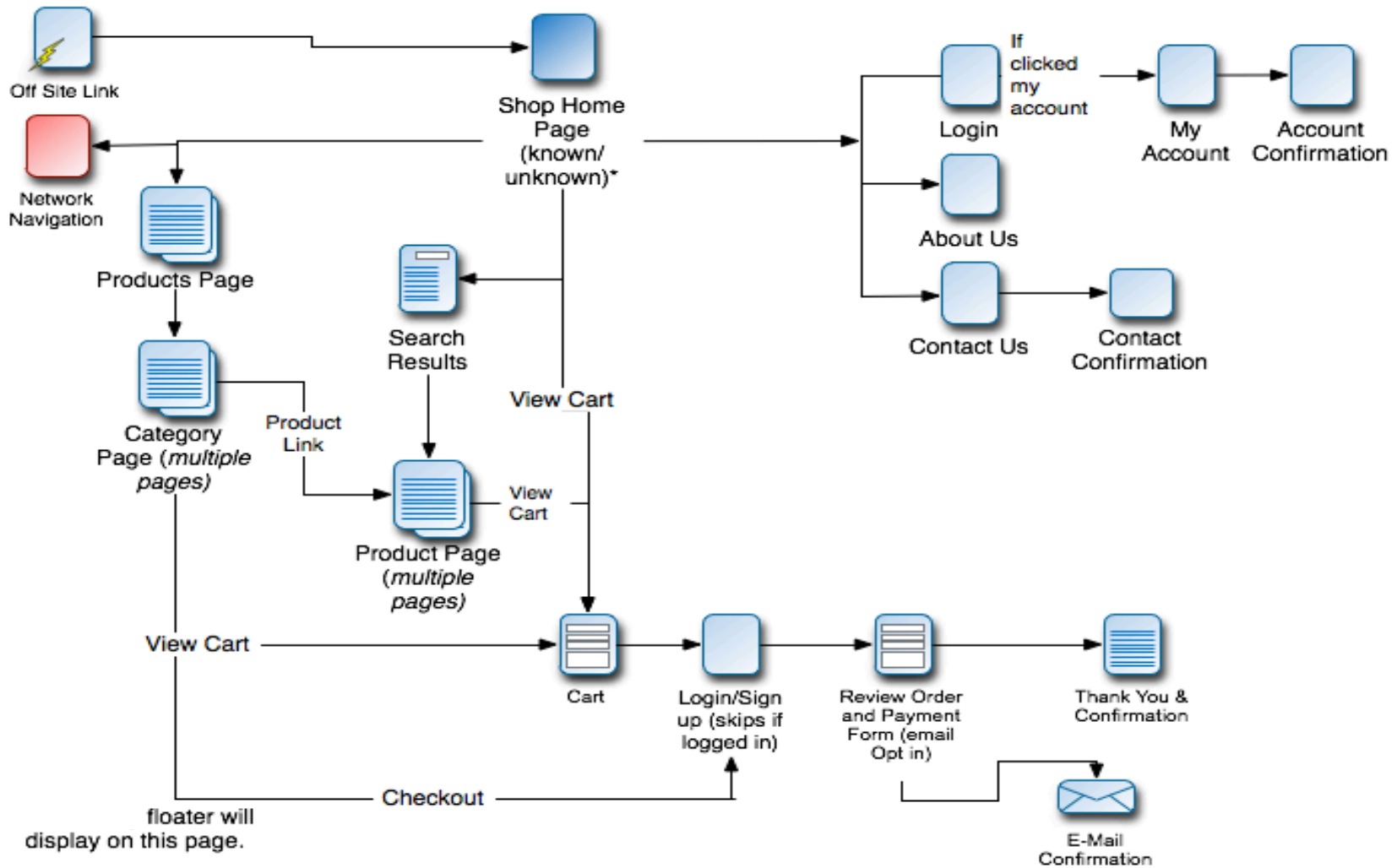
**BROWSE TOPICS**

- 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**

- Unknown User Home Page
- Known User Home Page
- Products page
- Search Results
- Category page(s)
- Product page
- Cart
- Login/Signup
- Review Order/Payment form
- Thank You/Confirmation page
- Email Confirmation



# Online Store Sitemap



# Designing Your Magazine Website

Have an account? Please log in. | Text size: A A A | [in](#) [t](#) [f](#) [r](#) | [Google™ Custom Search](#) [GO](#)

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

## Hidden Gardens MAGAZINE

*Green Gardens Press*

[Magazine Home](#) [Article Archive](#) [Issue Archive](#) [Subscriptions](#) [About Hidden Gardens](#)

**IN THE MAY/JUNE ISSUE**

**Vestibulum Tristique Pulvinar Purus**  
By John Doe  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean scelerisque viverra vulputate. Nam metus nibh, varius eu laoreet vel, egestas sed metus. Donec luctus posuere aliquam. Sed in porttitor lorem. Quisque sit amet velit nunc. Fusce malesuada auctor vehicula.  
[Read more...](#)

**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...](#)

Choose the subscription that's best for you:

**\$18/yr** digital subscription (6 issues) plus unlimited access to 252 back issues

**\$12/yr** digital subscription (6 issues)

**\$6/issue**

[Subscribe Now](#)

[Learn More...](#)

**HIDDEN GARDENS EDITORS**

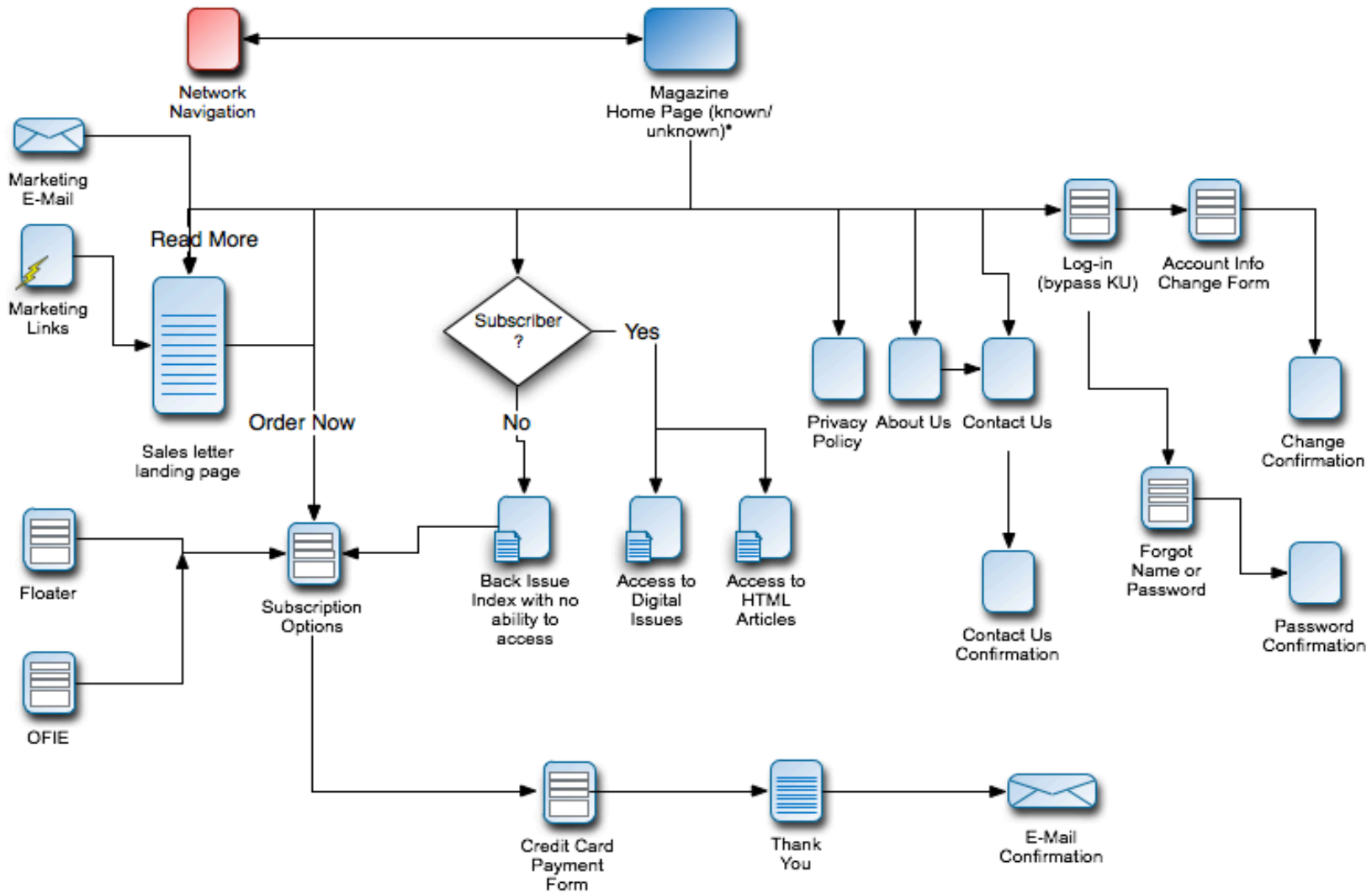
 <b>Leonora Carrington</b> Editorial Director	 <b>Yvonne Delaney</b> Managing Editor
 <b>Linda Stumer</b> Assistant Editor	 <b>Douglas Cuban</b> Photography Editor

**WHAT OUR READERS ARE SAYING**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed felis

- Homepage
  - Known User
  - Unknown User
- Article Archive
  - Main page
  - Topic page
  - Article page -3 versions
- Issue Archive
  - Main page
  - Issue page – 3 versions
- Subscription Page
  - New Subscription
  - Gift Subscription
  - Renew Access Challenge
  - Renew Known user
- Account Page – 3 pages
- About Page

# Magazine Website Sitemap



# Designing Your Events Website

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

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

## Hidden Gardens TOUR EVENTS

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

Green Gardens Press

Events Home Azalea Tour Orchid Tour Tulip Tour Brochures

### 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%!!**

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

#### 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

### 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.

### TOUR TESTIMONIALS

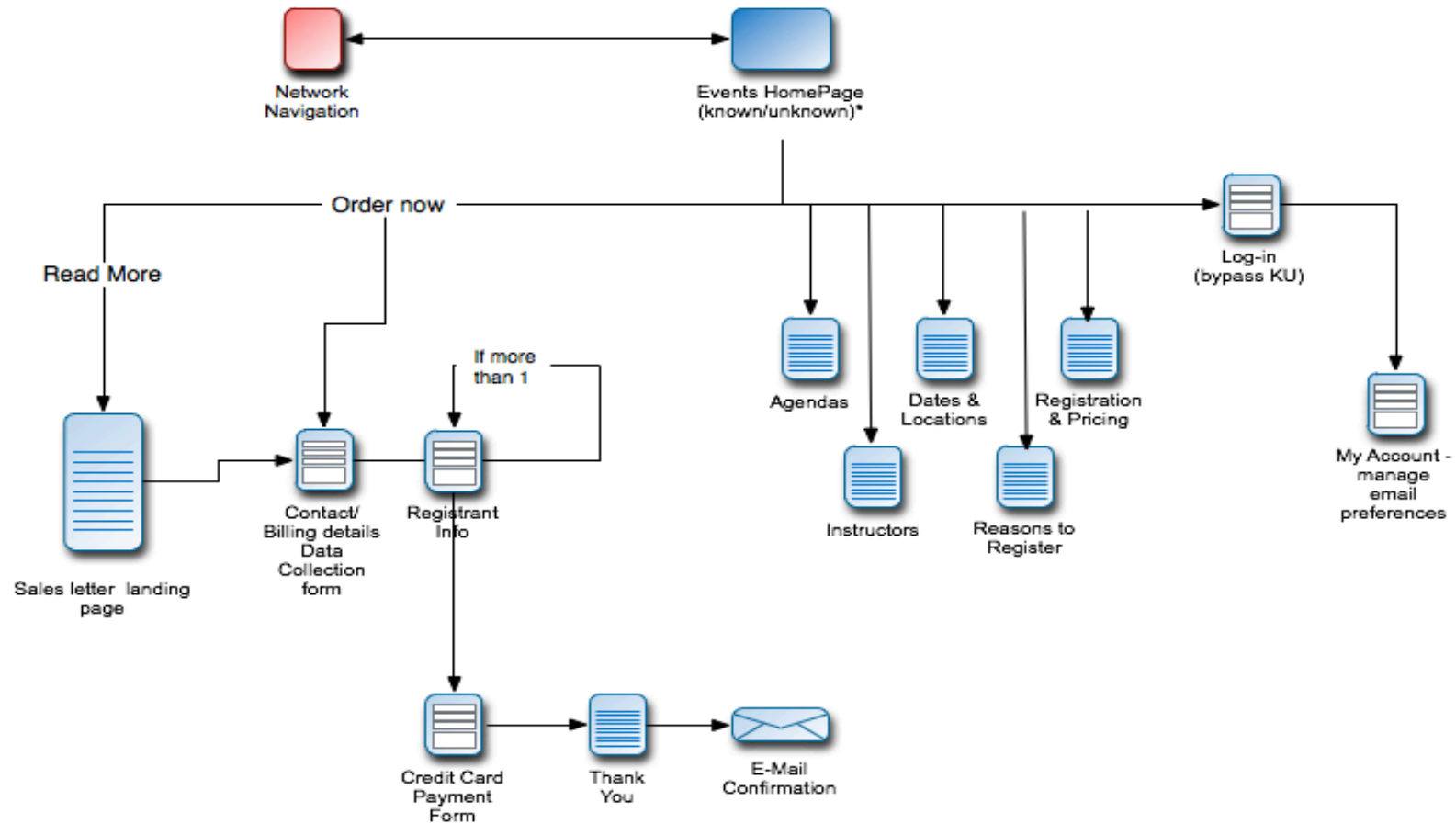
*Aliquam cursus lobortis laoreet. Donec tincidunt elit non nulla pharetra lacinia. Ut eros purus, imperdiet et cursus a, pulvinar non nisi. Phasellus commodo, eros ultricies commodo euismod, nulla leo mattis eros, et rutrum sapien libero ut lacus.*

— Rhoncus Gravida

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

- Events Marketplace page
- Sales Letter Landing page
- Contact / Billing Address Data Collection page
- Registrant Information
- Credit Card Payment Page
- Thank You page
- Email Confirmation
- Agendas
- Instructors
- Dates and Locations
- Reasons to Register
- Registration & Pricing

# Events Sitemap




# Network Homepage

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

## Green Gardens Press

GARDENING TIPS, TECHNIQUES & INSPIRATION



[Gardens Daily](#)

[Community](#)

[Shop](#)

[Magazine](#)

[Events](#)

[in](#) [t](#) [f](#) [You Tube](#) [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

COPYRIGHT © 2012 GREEN GARDENS PRESS

# Platform Strategy

# Development Strategy



Haven System  
960 hours



WordPress Core  
2,700 hours



LAMP Core  
4,600 hours



# Portfolio Leverage



# Key Attributes of a Codebase

- **Operating Environment**
- **# of Extensions**
- **Portability Options**
- **API Structure**
- **License Fee**

# Haven Publishing System Codebase

- **Mequoda/WordPress Master Codebase**
- **17 Working Systems**
- **Incorporates API Protocols**
- **Illustrates Multi-Brand Strategy**
- **Leverages WordPress 3.4.2 Core**
- **Utilizes 37 GPL Extensions**
- **Incorporates 17 Mequoda Plug-ins**
- **Illustrates Current Mequoda Best Practices**

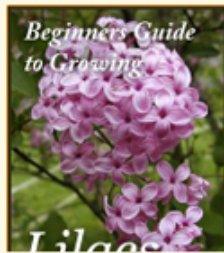


## The Big Decision...

# Make or Buy?

# Questions?

## OFFLINE



BEGINNER GUIDES



MAGAZINE



HANDBOOKS



DVDS



FREE eBooks

## IN PERSON



TOURS

## ONLINE



WEBSITE



EMAIL NEWSLETTER



FORUM

*Gardens Daily*

# Thank You

Don Nicholas

Chief Executive Officer  
Mequoda Group, LLC  
[Don@Mequoda.com](mailto:Don@Mequoda.com)  
(508) 358-9689

Aimee Graeber

Chief Technology Officer  
Mequoda Group, LLC  
[Aimee@Mequoda.com](mailto:Aimee@Mequoda.com)  
(508) 435-4228

[www.mequoda.com/seminar](http://www.mequoda.com/seminar)