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
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Digital Strategy for Publishers

Your Featured Speakers

Aimee Graeber
Chief Technology Officer
Mequoda Group, LLC
Aimee@Mequoda.com
(508) 435-4228

Don Nicholas
Chief Executive Officer
Mequoda Group, LLC
Don@Mequoda.com
(508) 358-9689

The Frankenstein Website

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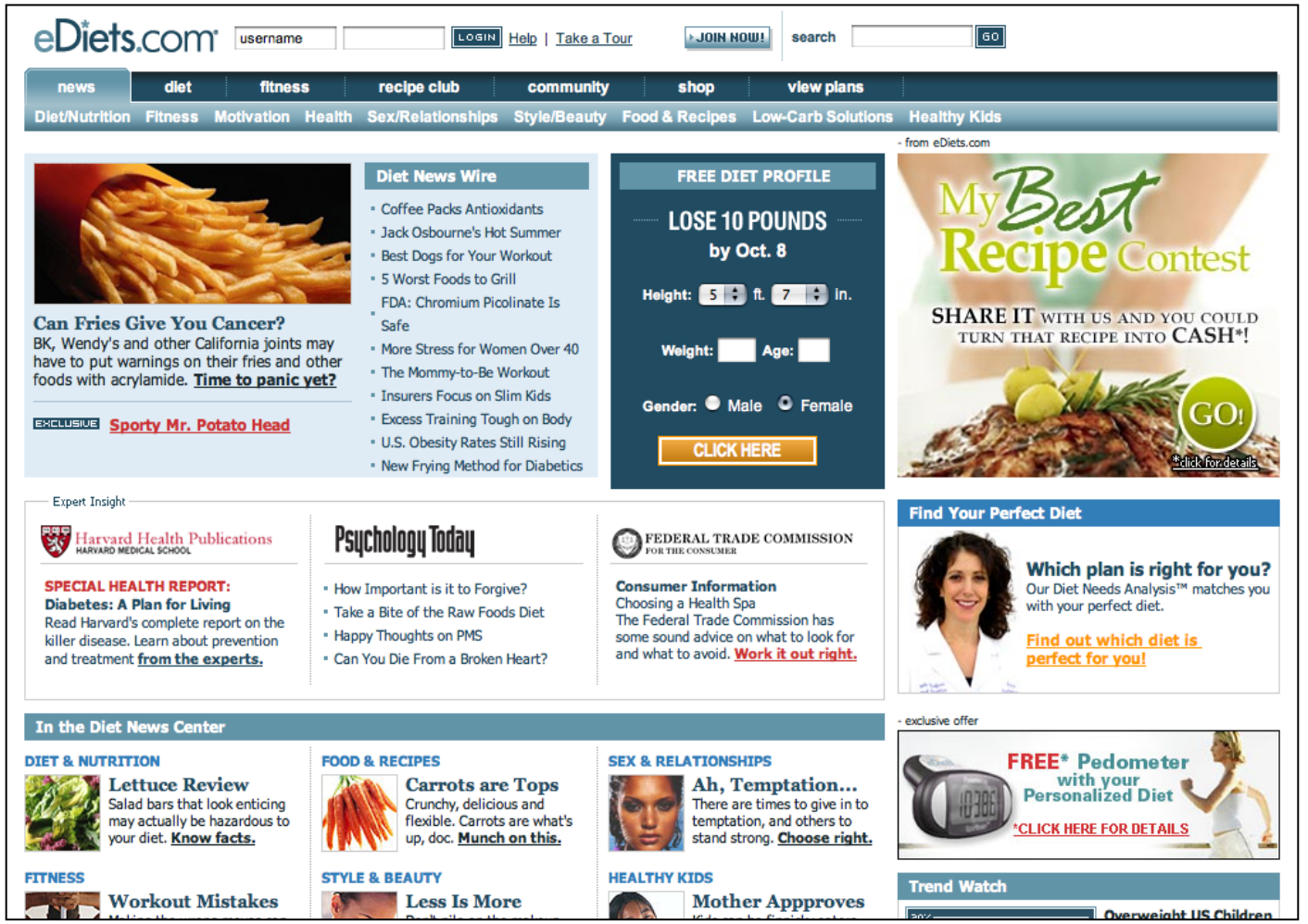
The Jammed Packed Website



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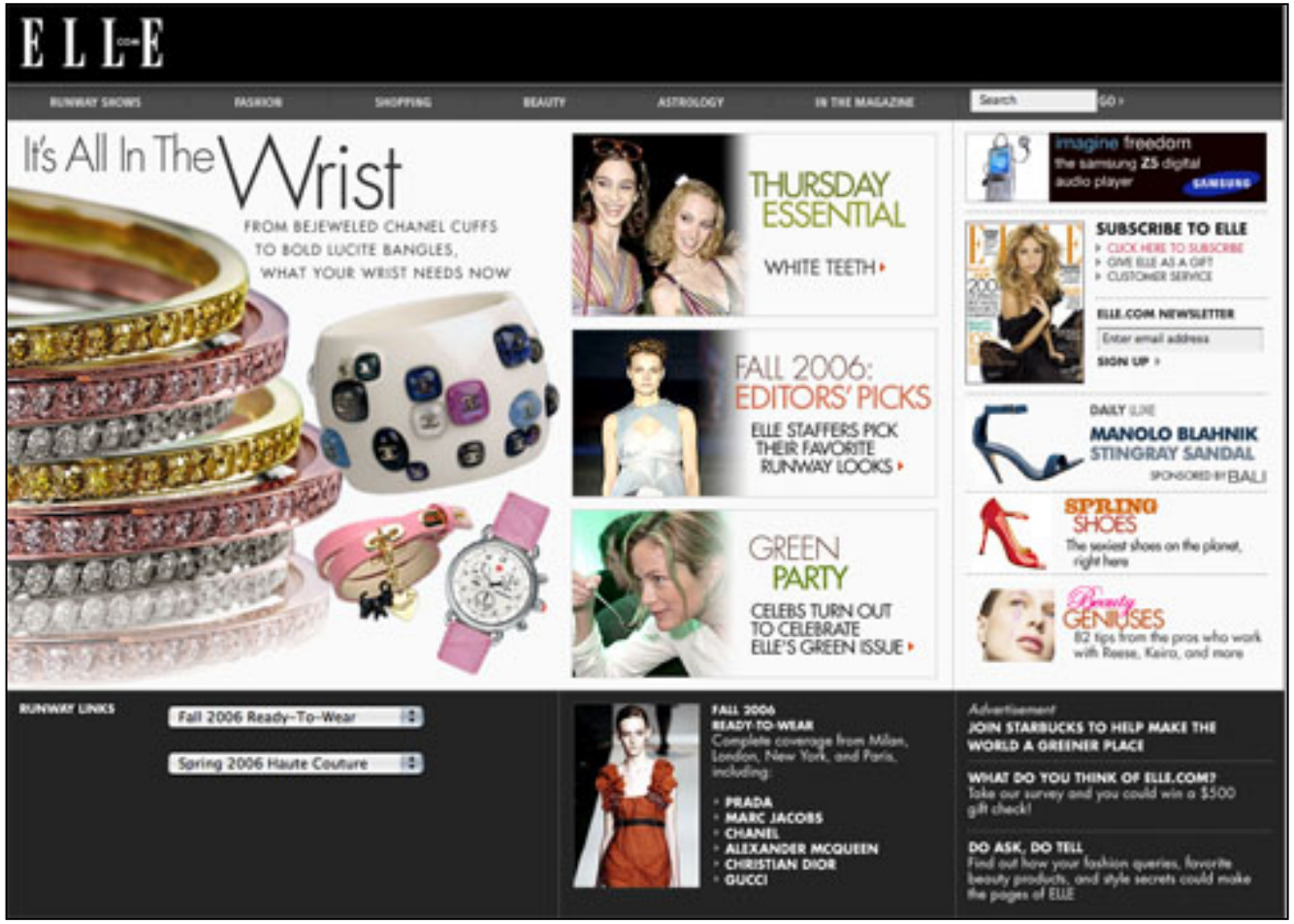
The Flash Website



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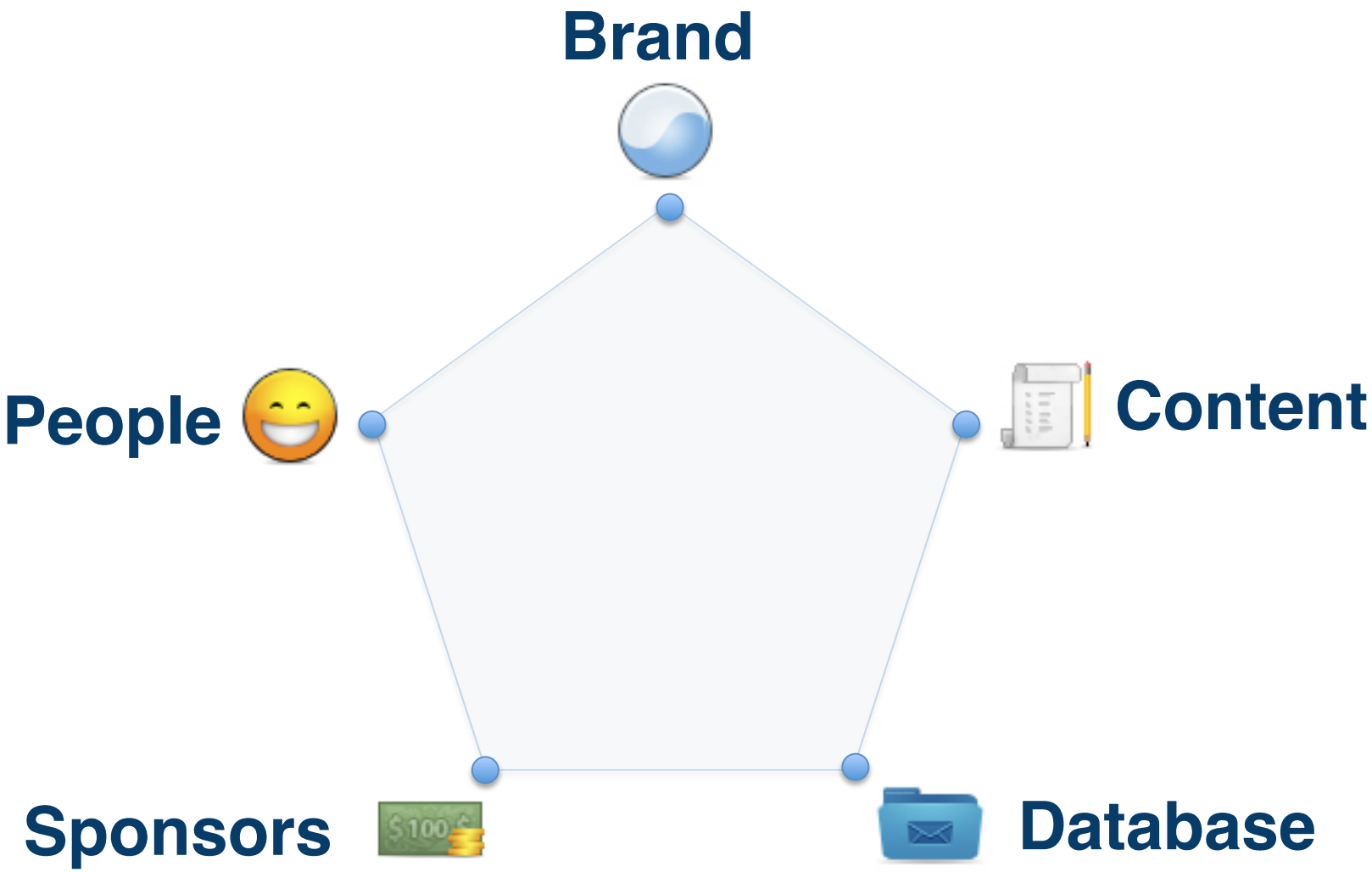
Choosing Business Models

Complete Asset Inventory



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Publisher Revenue Goals

100% SPONSOR-DRIVEN

HYBRID 50/50

100% COMMERCE-DRIVEN

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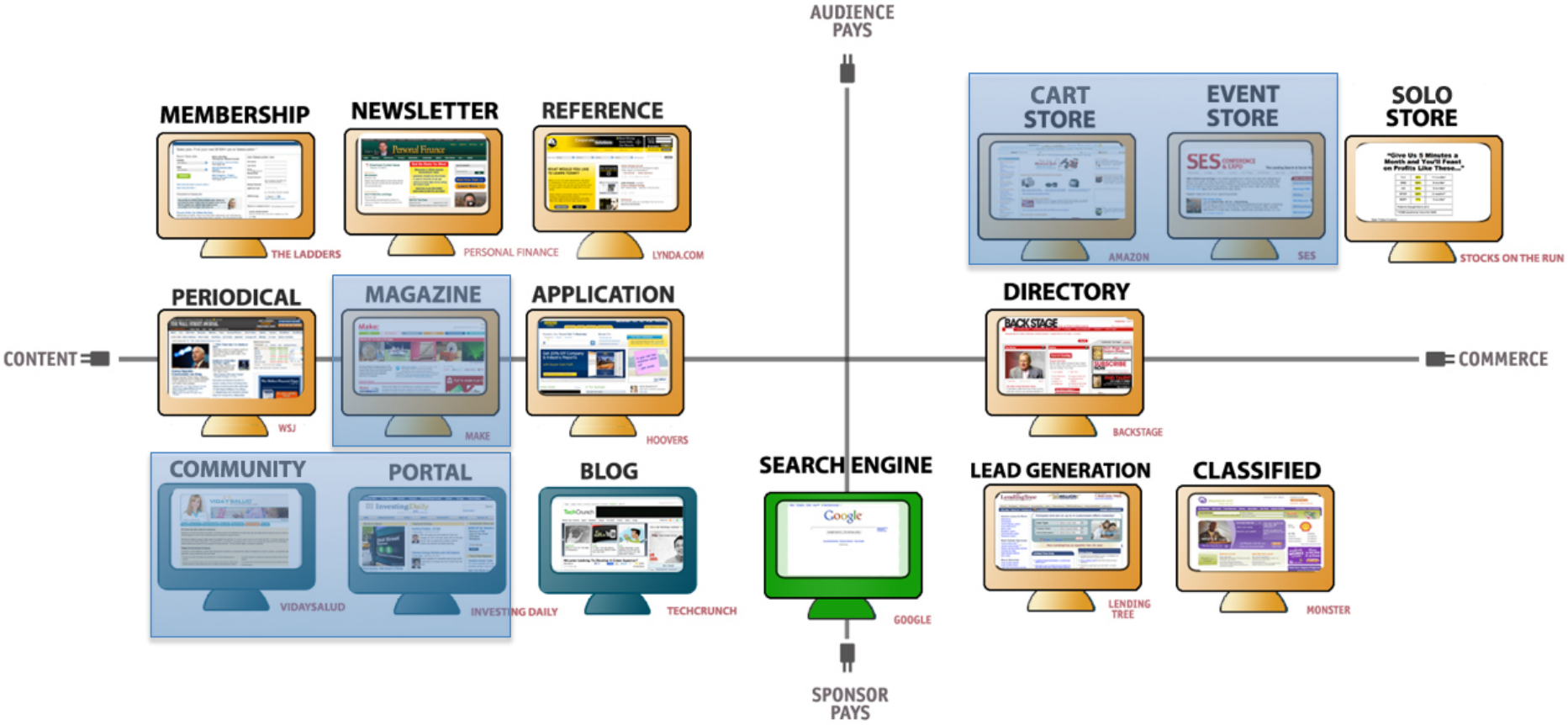
User Task Goals

Content

Commerce

16 Special Interest Media Archetypes



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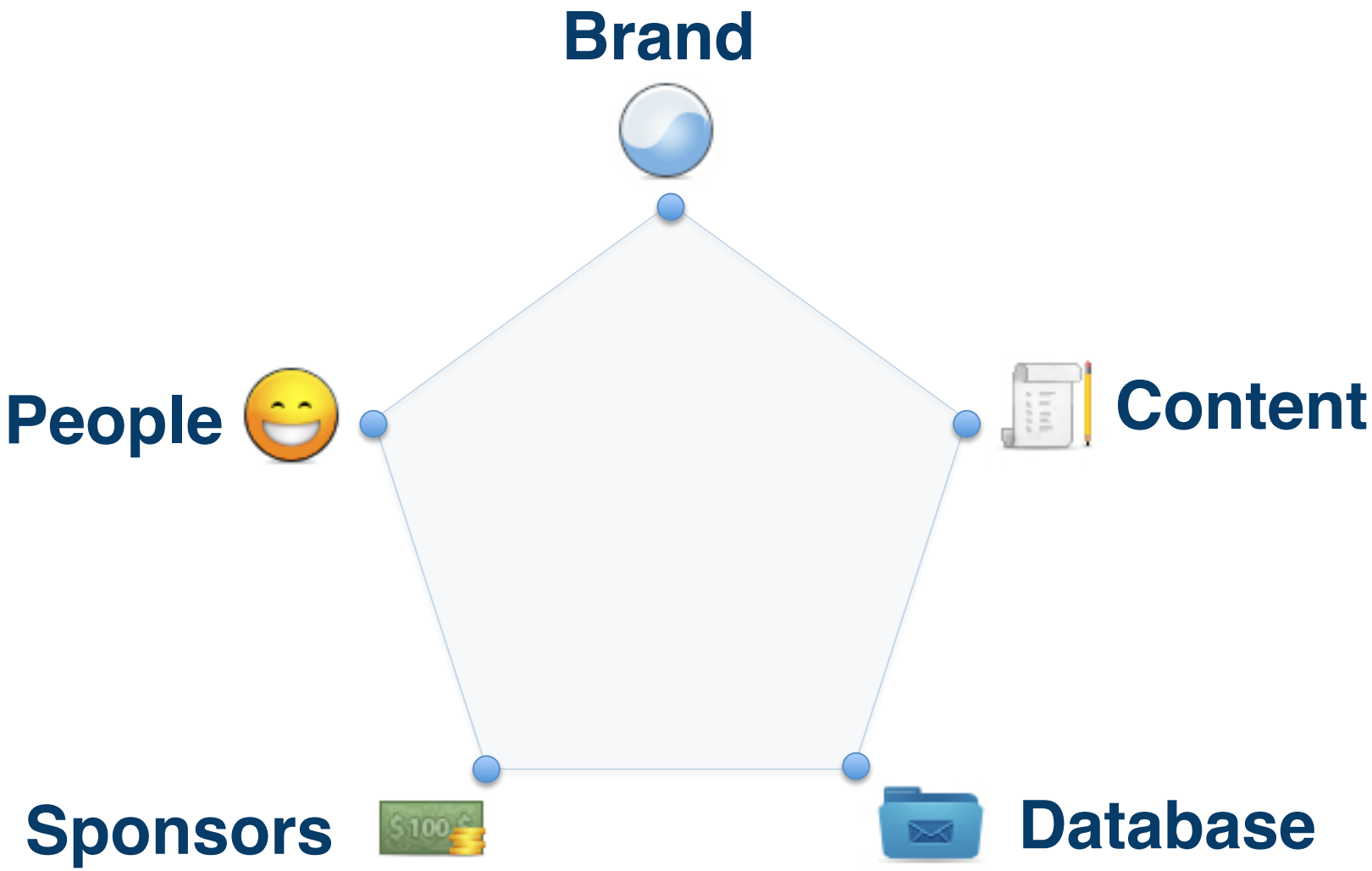
5 Archetypes

Brand Strategy

Complete Asset Inventory



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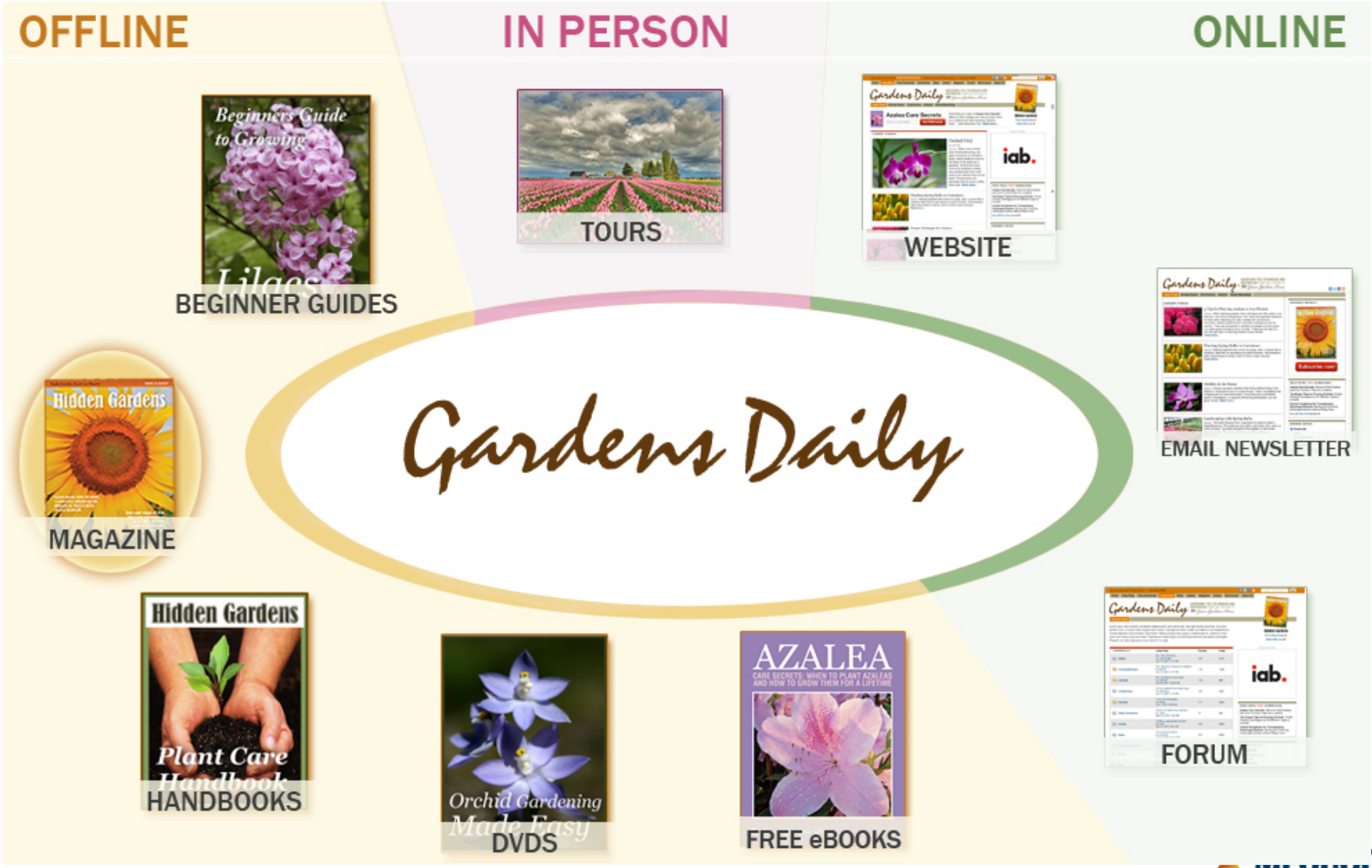
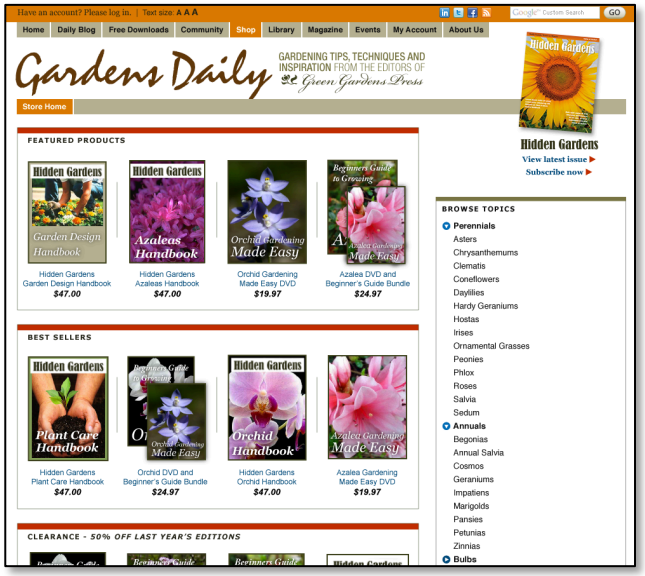
Visual Brand Strategy



Website Brand Strategy



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Alternative Brand Strategy – Single Brand

OFFLINE

IN PERSON

ONLINE

AUDIO

EVENTS

WEBSITE

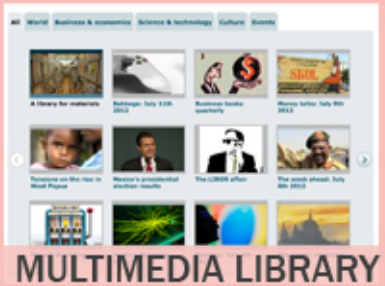
BLOGS

The Economist

APPS

MAGAZINE

JOB BOARD



MULTIMEDIA LIBRARY

NEWSLETTERS

Alternative Brand Strategy - Portal Brand

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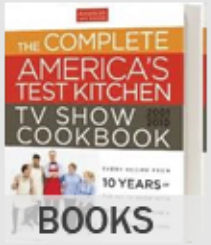
Alternative Brand Strategy - Hybrid

OFFLINE

America's TEST KITCHEN



ONLINE

Content Strategy

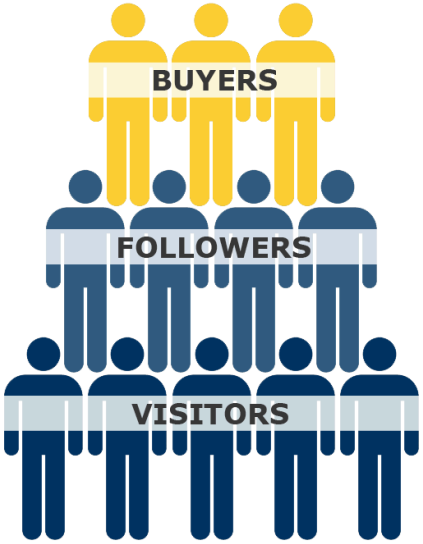
Mequoda Open Content Standards

CONTENT-DRIVEN

GOOGLE-FRIENDLY

SUBSCRIBER-CENTRIC

MULTI-PLATFORM



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Resource/People Strategy

Operators vs. Agencies

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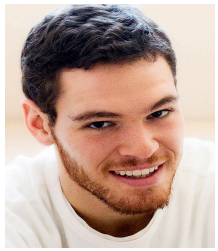
Operational Stakeholders

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

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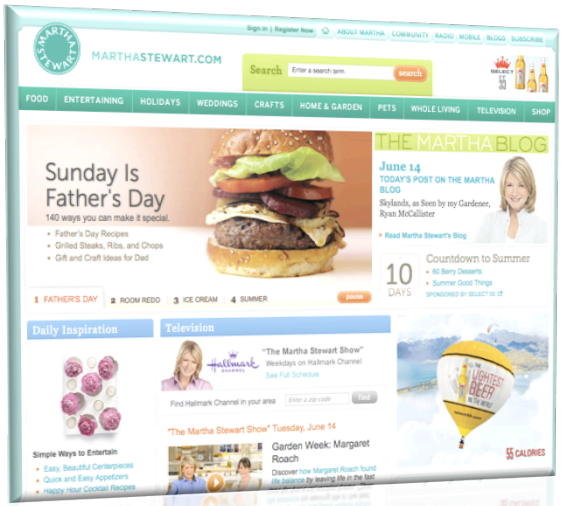
Creating Homepage Mockup and Style Guide

Portal Mentor Selection

Best Practice Platform Codebase + 3 Mentor Sites



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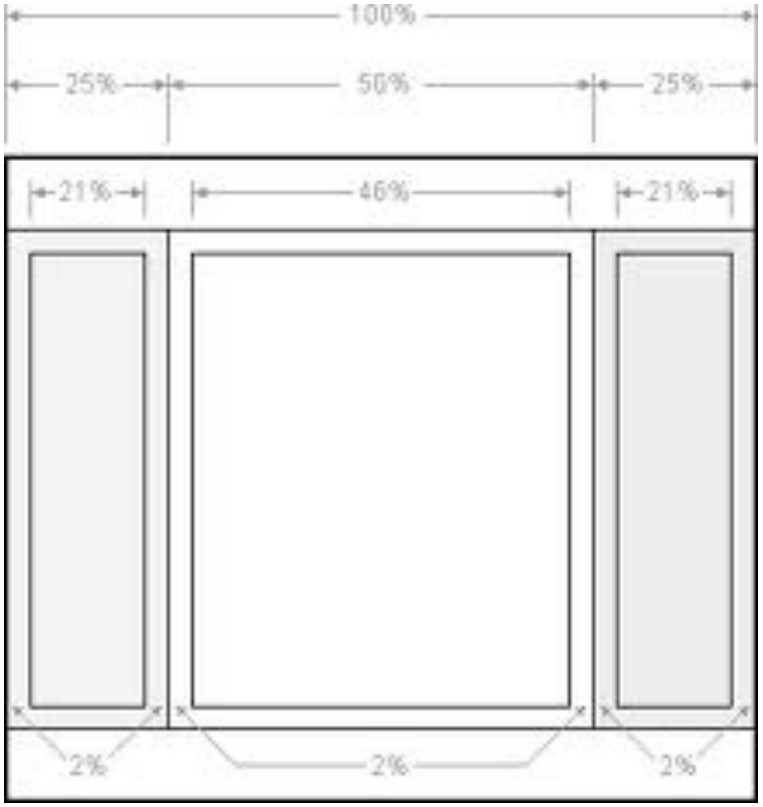
Creating Website Style Guide

Georgia headlines

Helvetica body copy, menus

TAHOMA section titles



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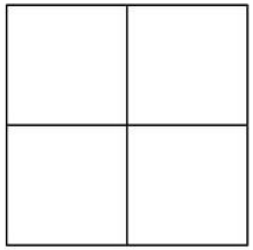
Functional Considerations

Task priority



Navigation

Readability

Affordance

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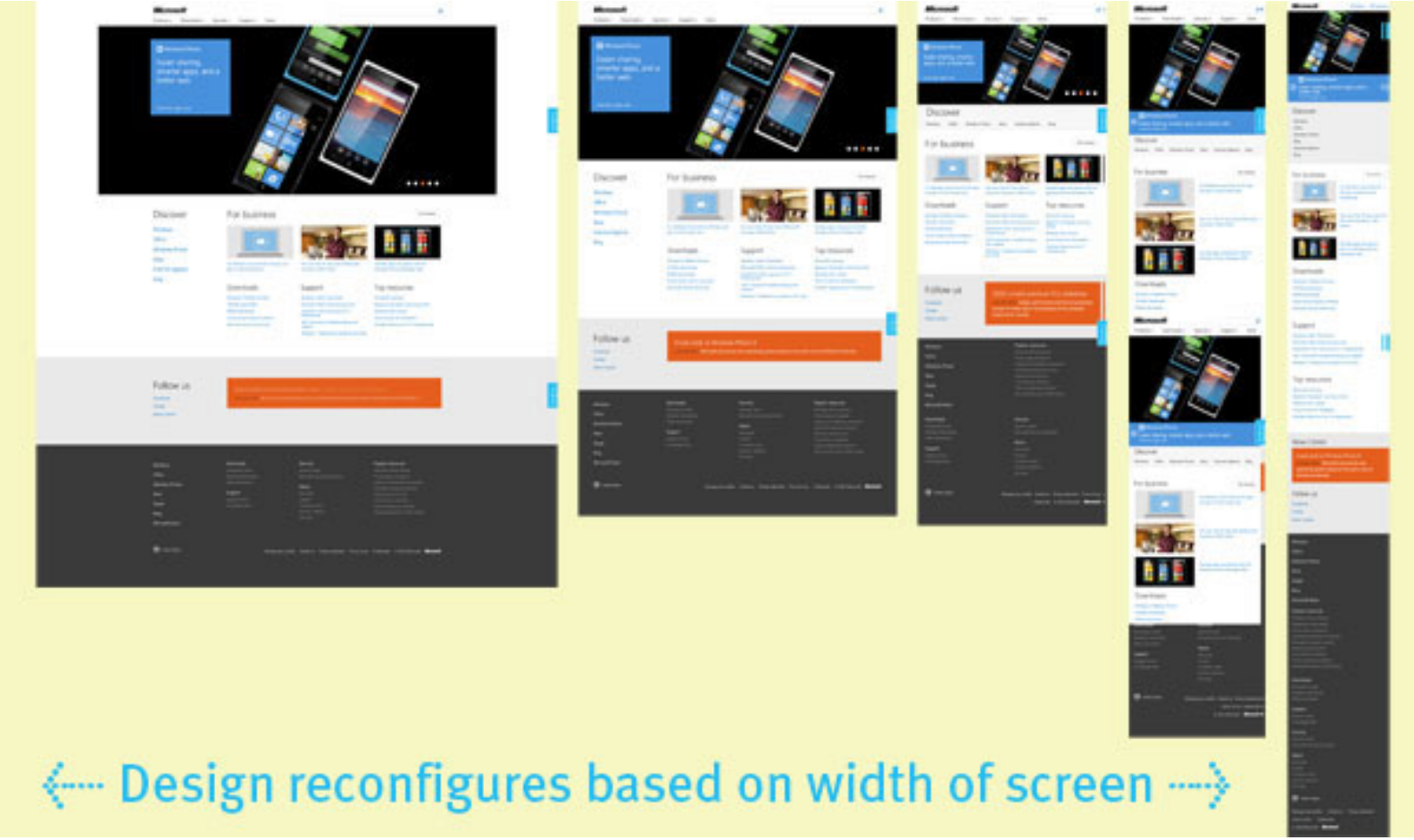
Responsive Website Design



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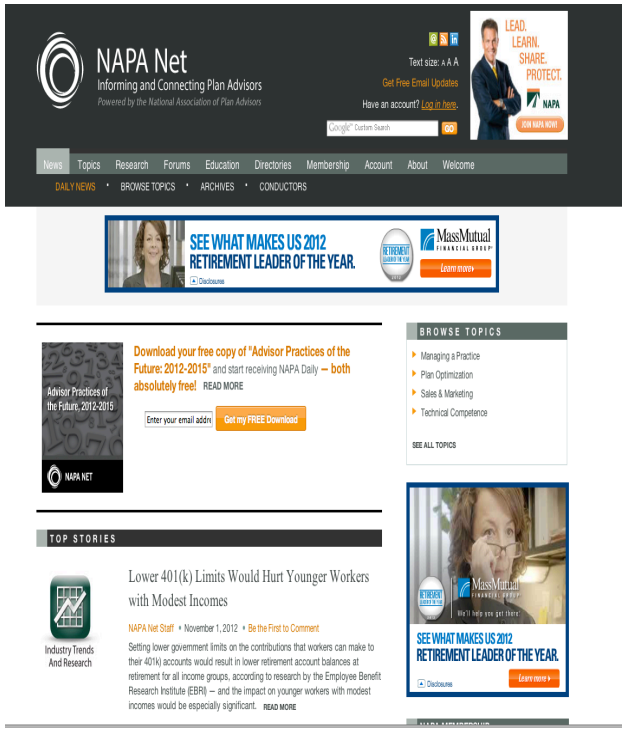
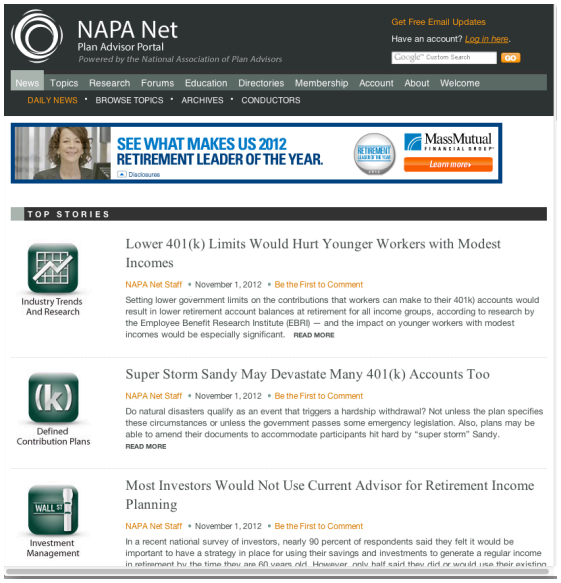
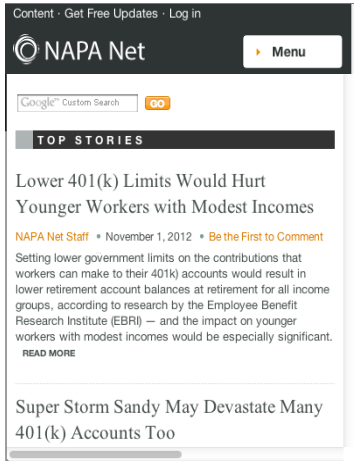
Responsive Website Design







Blog Homepage Mockup

Rolling Out Your Design

5 Archetypes

Choosing Your Network Scheme

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

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

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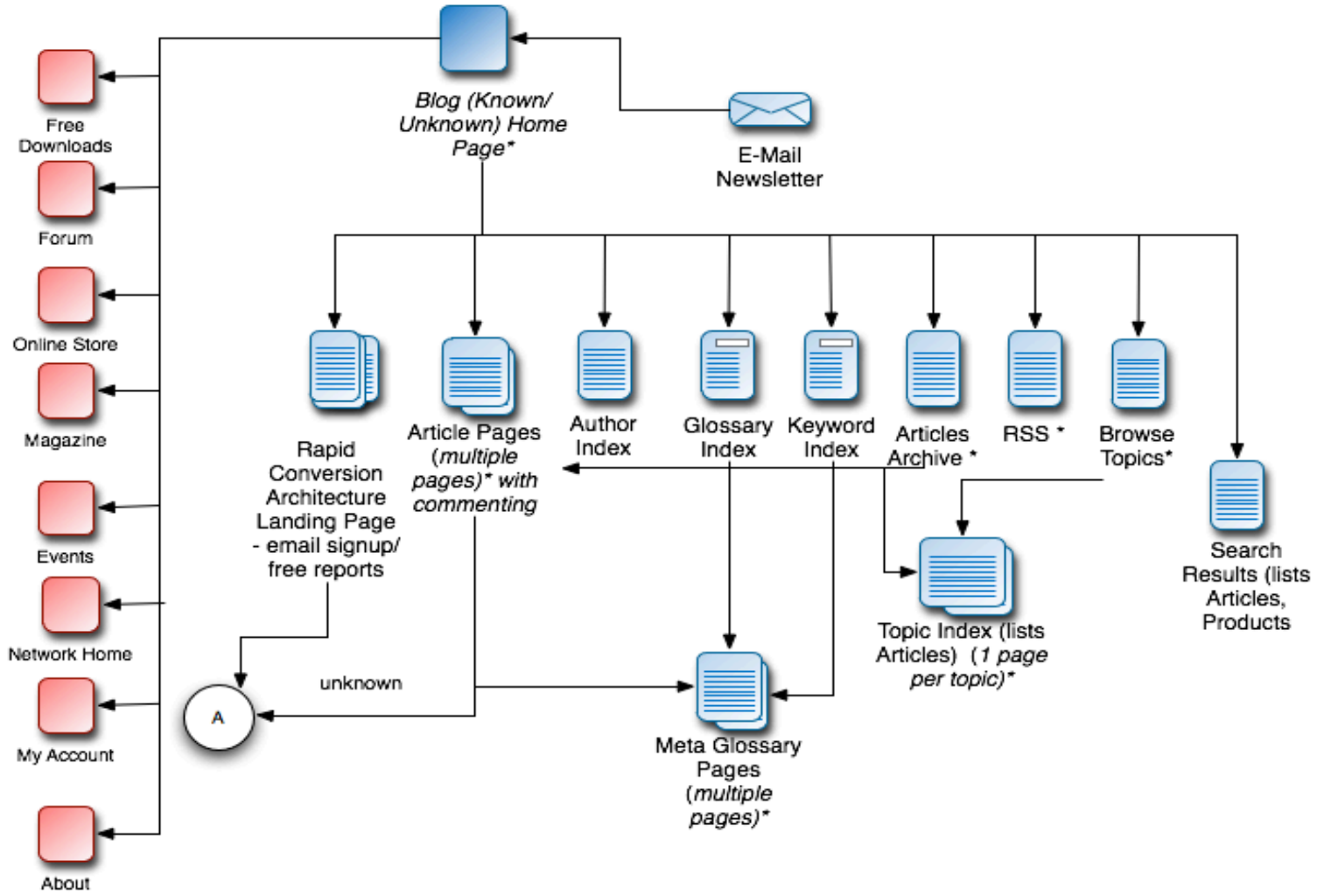
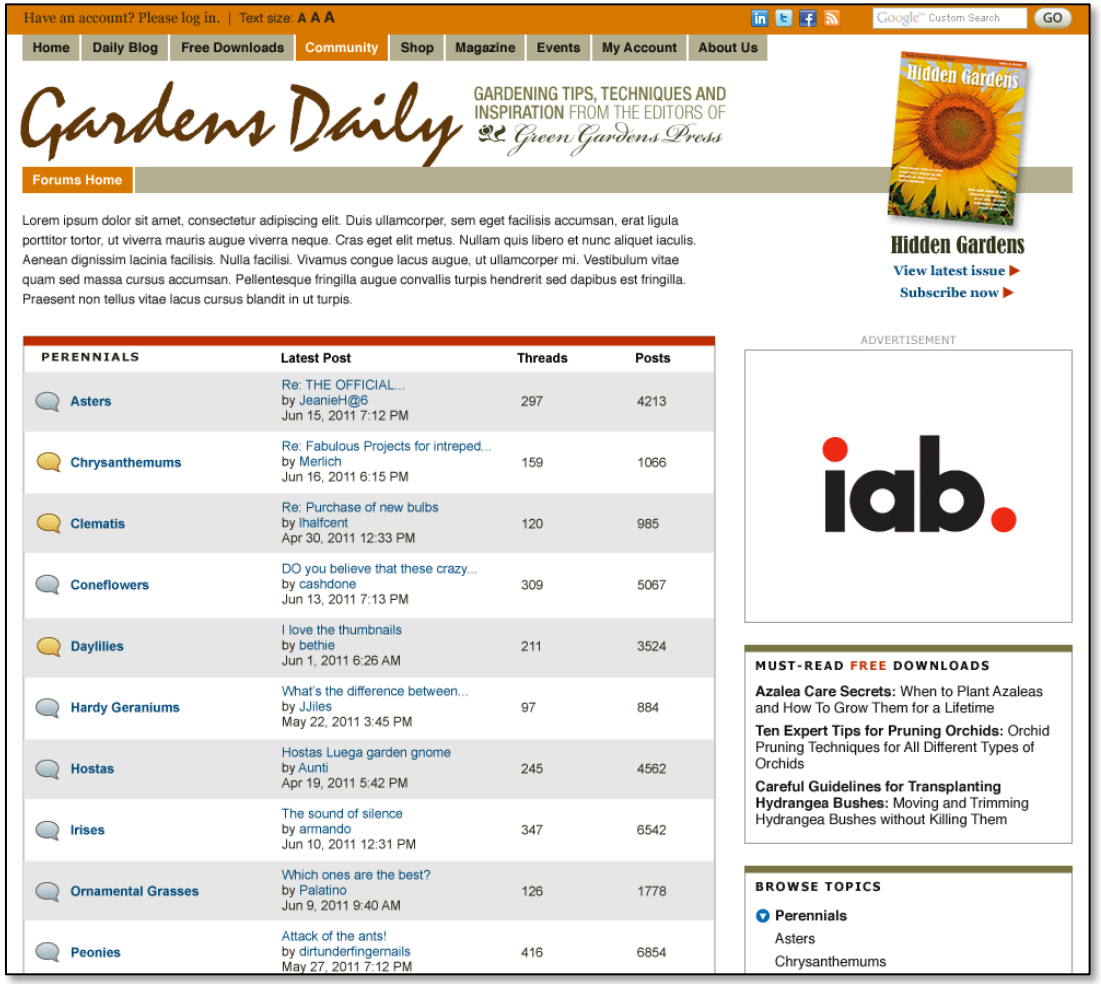
Blog Sitemap



Designing Your Community/Forum



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

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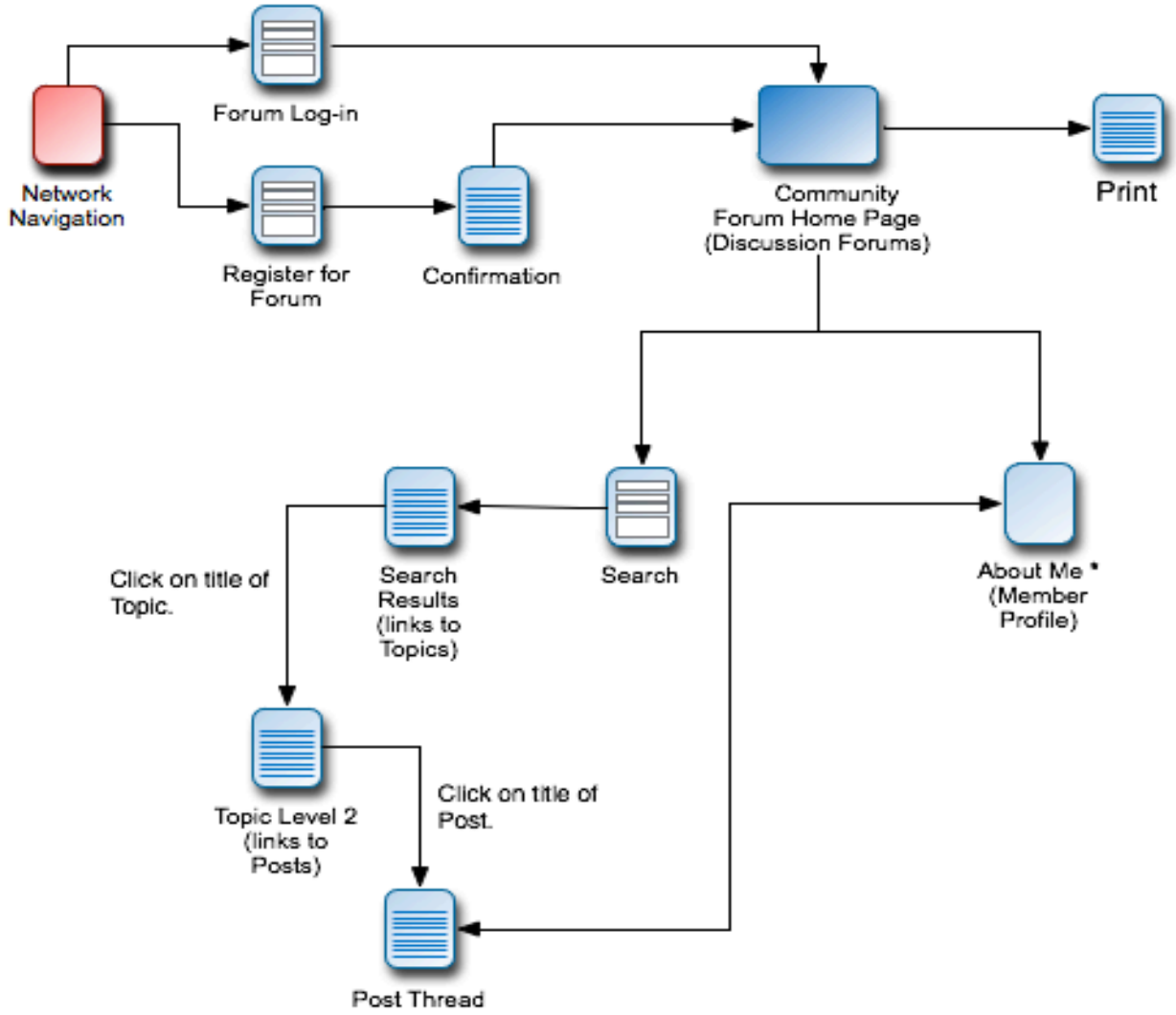
Community/Forum Sitemap



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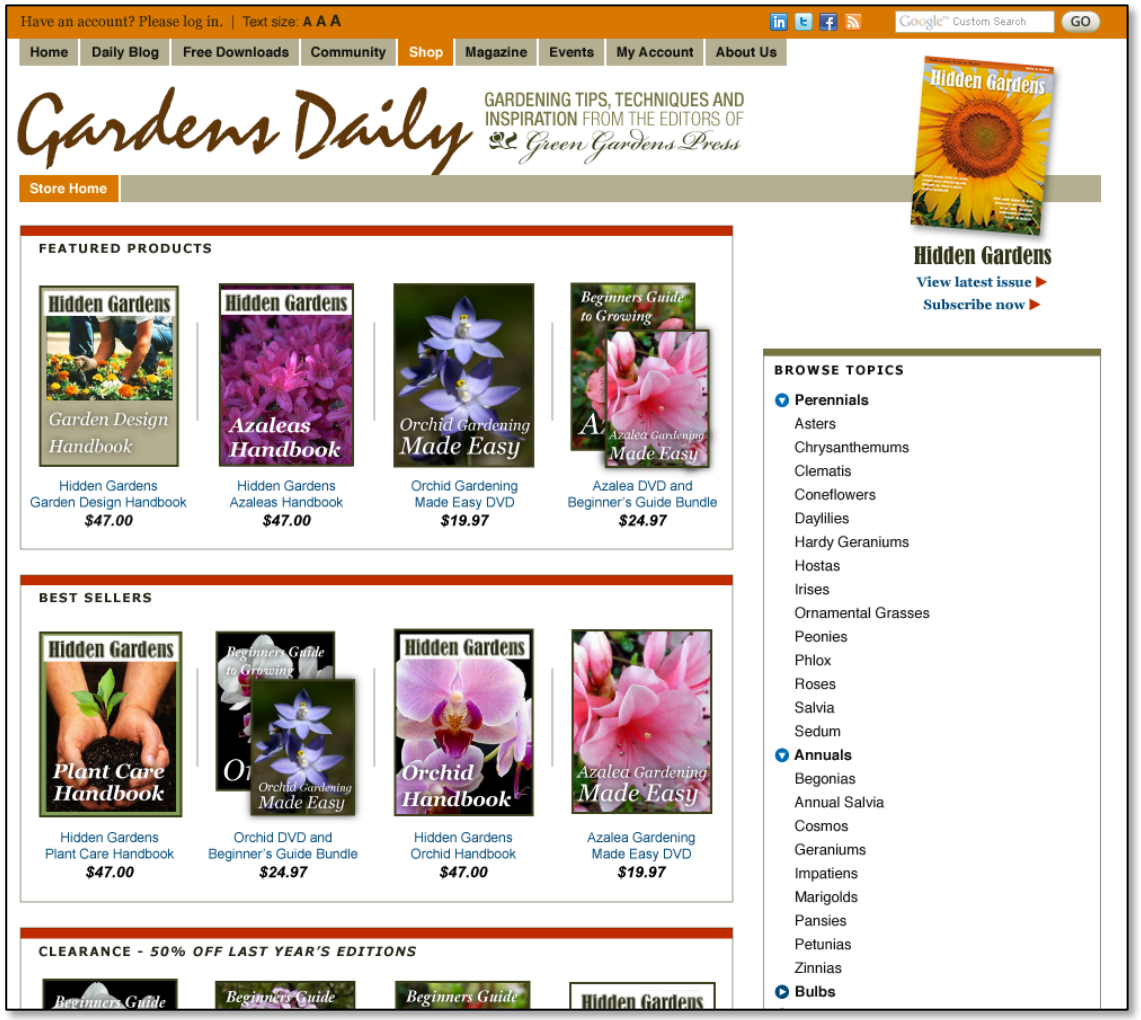
Designing Your Online Store



- 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

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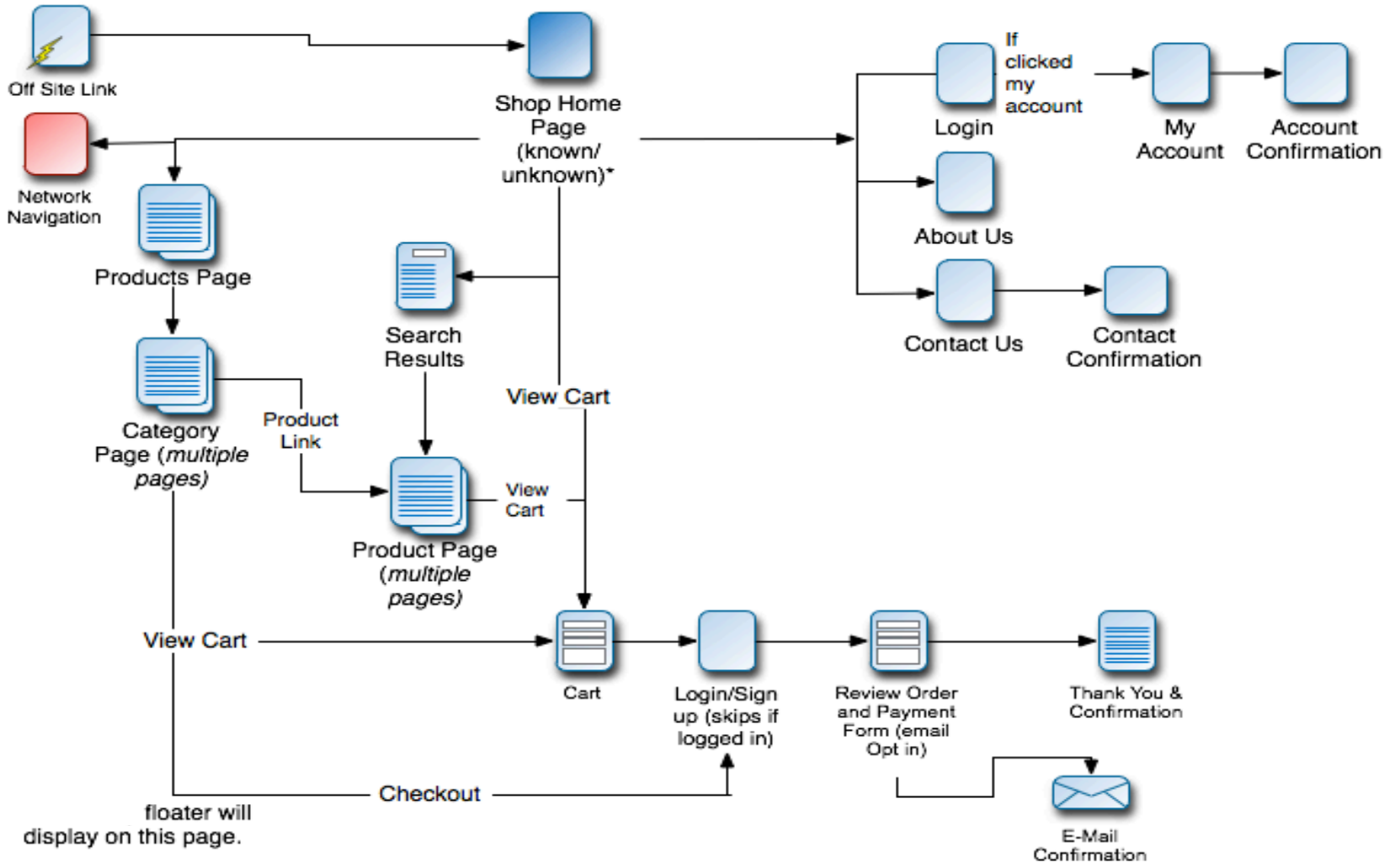
Online Store Sitemap



Designing Your Magazine Website

- 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

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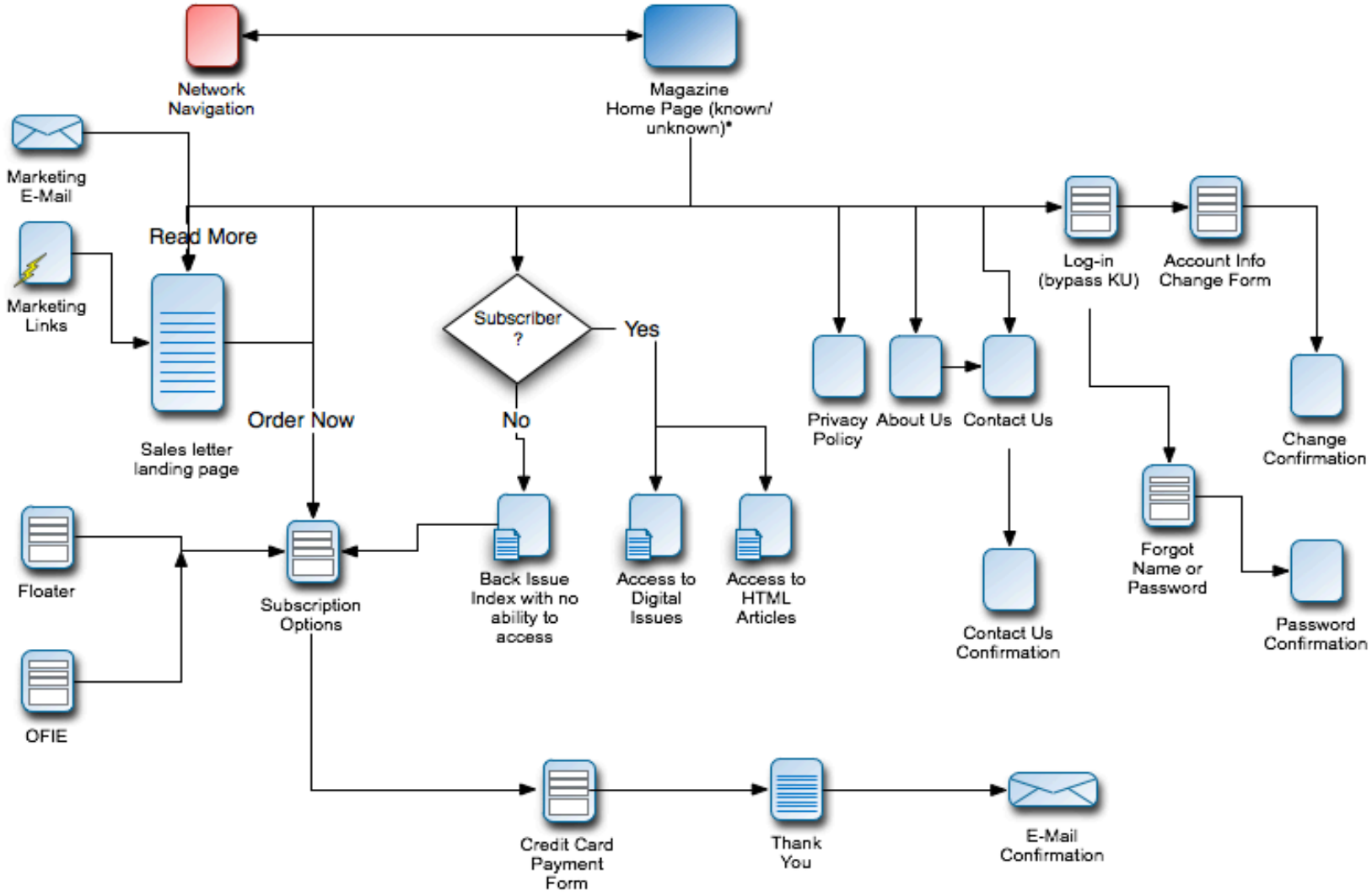
Magazine Website Sitemap



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Designing Your Events Website

- 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

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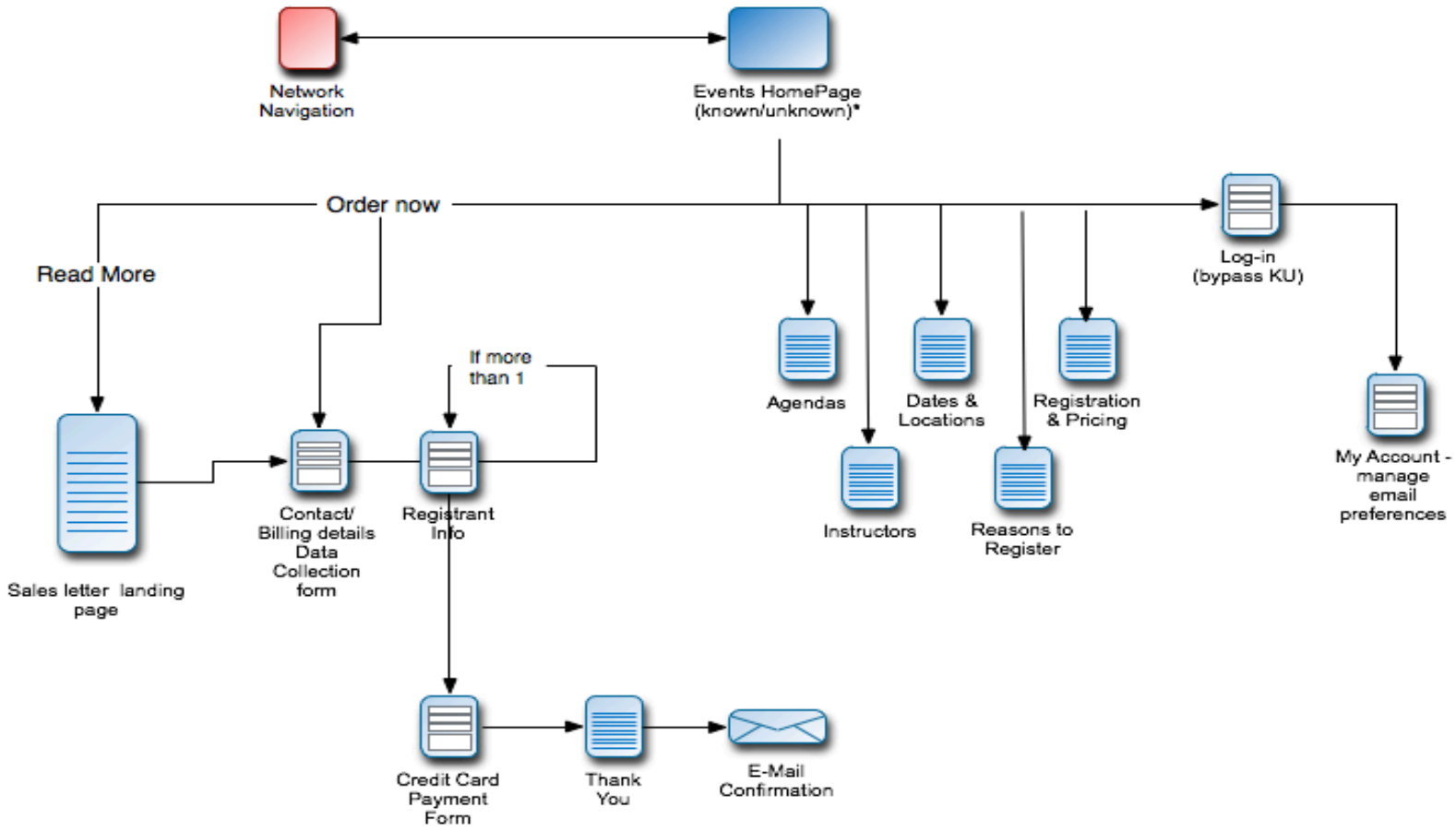
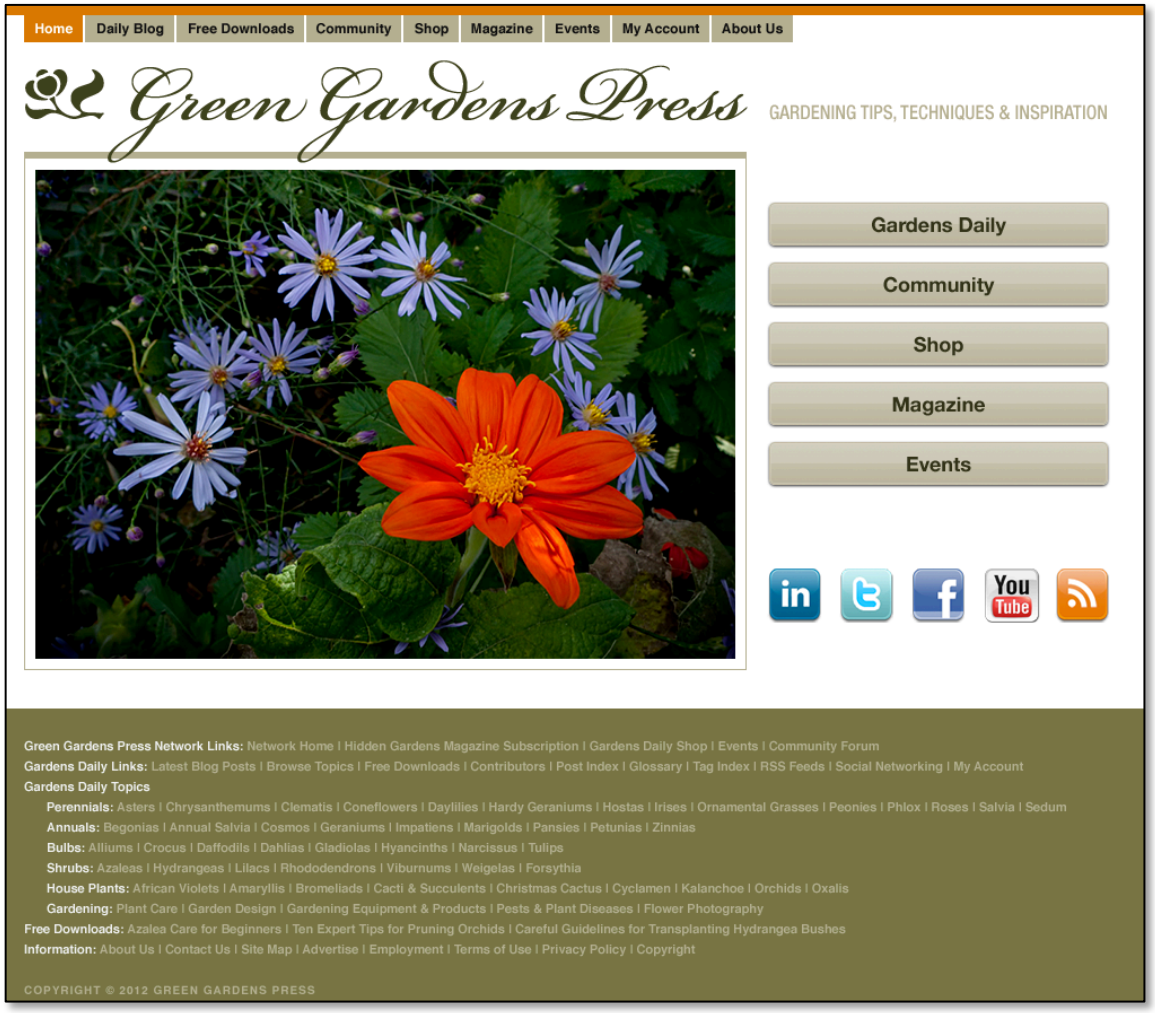
Events Sitemap



Network Homepage



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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

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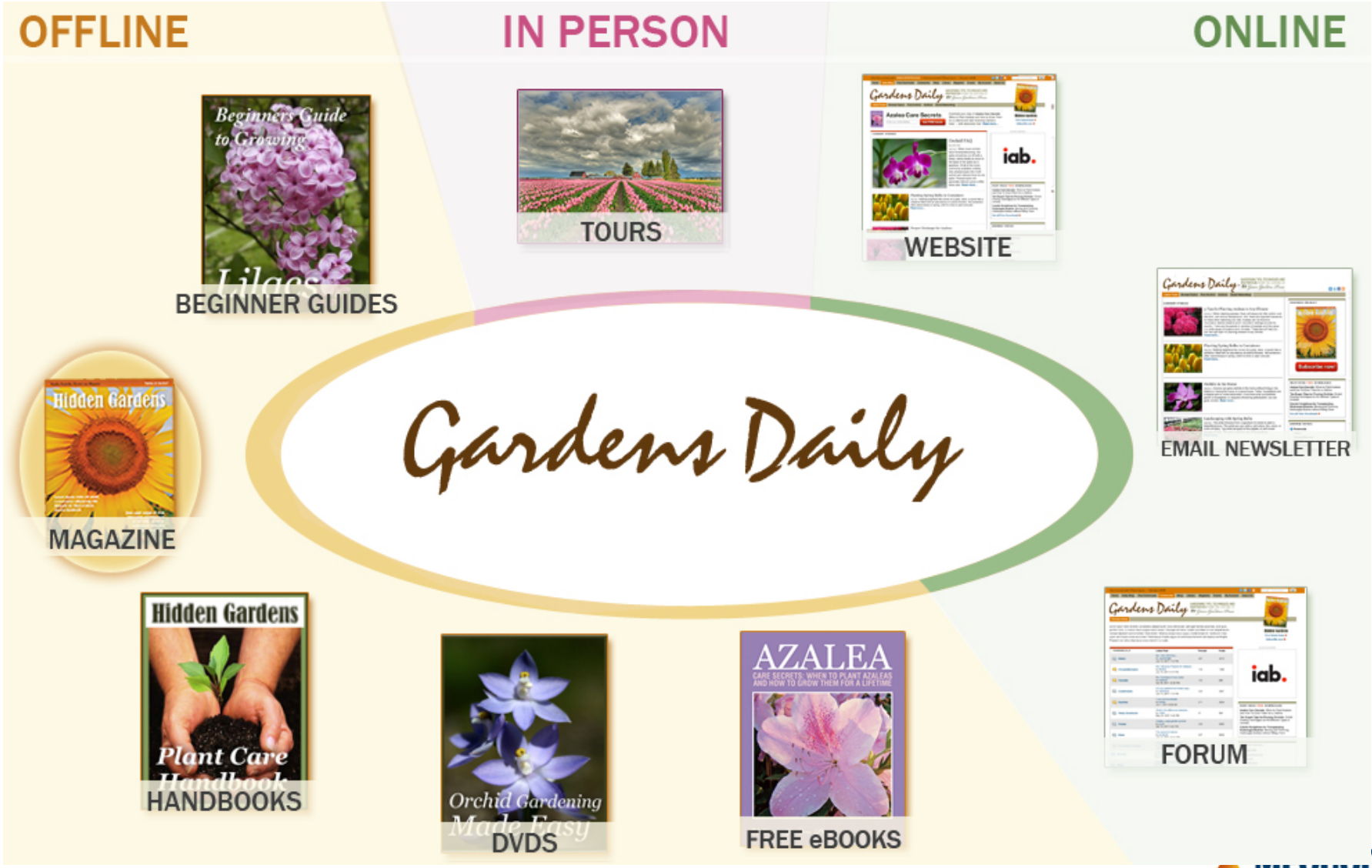
Make or Buy?

Questions?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IN PERSON
ONLINE
Beginner's Guide to Growing
BEGINNER GUIDES
TOURS
WEBSITE
EMAIL NEWSLETTER
Hidden Gardens
MAGAZINE
Gardens Daily
Hidden Gardens
Plant Care Handbook
HANDBOOKS
Orchid Gardening Made Easy
DVDS
AZALEA
FREE eBOOKS
FORUM

Thank You

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