Today's Host

Kim Mateus

Educational Services Director

Mequoda Group
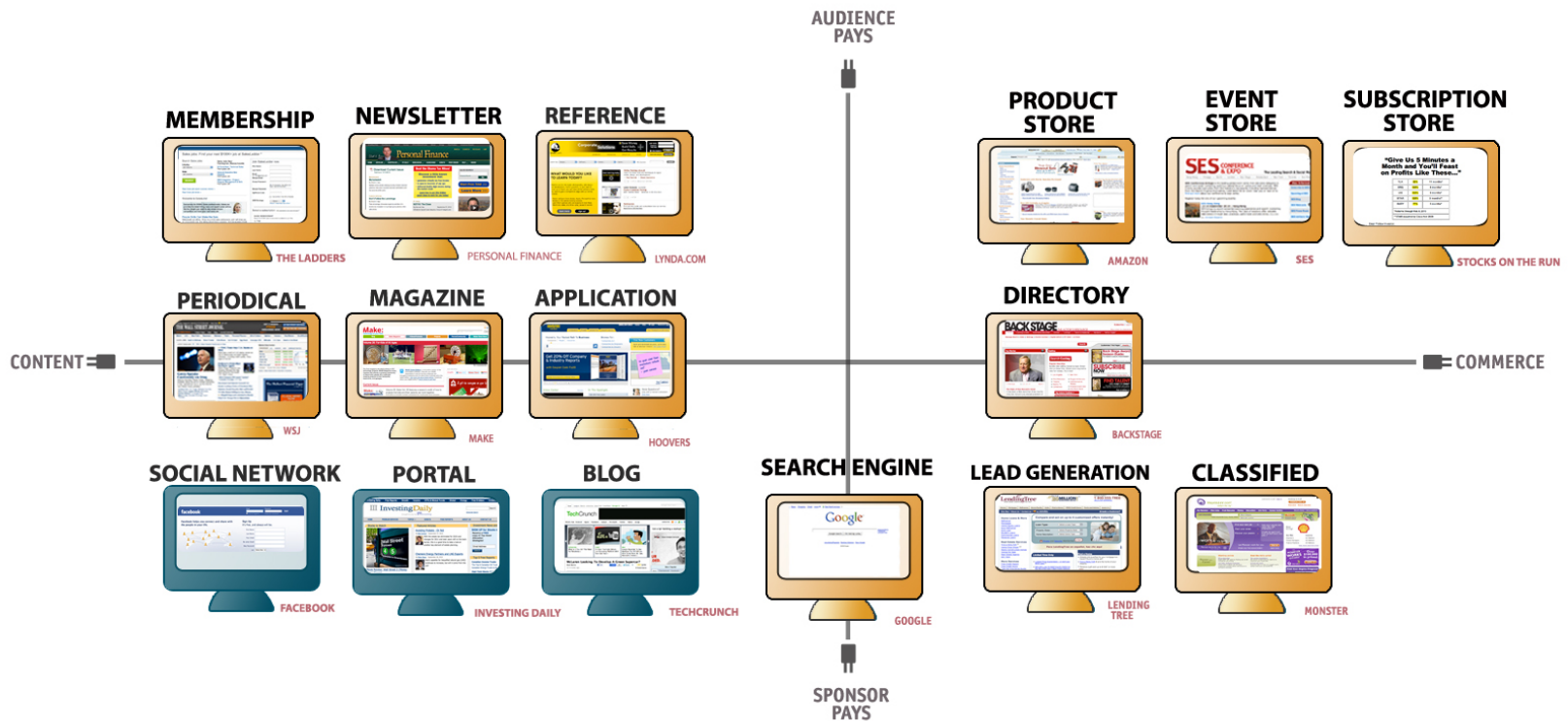
Kim@Mequoda.com

Today's Speakers

Don Nicholas
Executive Director & Editor-in-Chief
Mequoda Group

Phil Ash
Publisher
InvestingDaily.com
BusinessManagementDaily.com

16 Website Archetypes

6 Types of Subscription Websites

PERIODICAL — WSJ

MEMBERSHIP — THE LADDERS

NEWSLETTER — PERSONAL FINANCE

APPLICATION — HOOVERS

MAGAZINE — MAKE

REFERENCE — LYNDA.COM

YES!

Mequoda System =
1) **Portal**
2) **Hub**
3) **Daily**
4) **Community Website**

Hub & Satellite Architecture

NEWSLETTER

PERIODICALS

PAID EMAIL NEWSLETTER

Rukeyser (2)

Energy Strategist

MLP Profits

Silk Road Investor

Global EFT Profits

Investing Daily Free Hub

Personal Finance

Canadian Edge

Utility Forecaster

Big Yield Hunting

Stocks on the Run
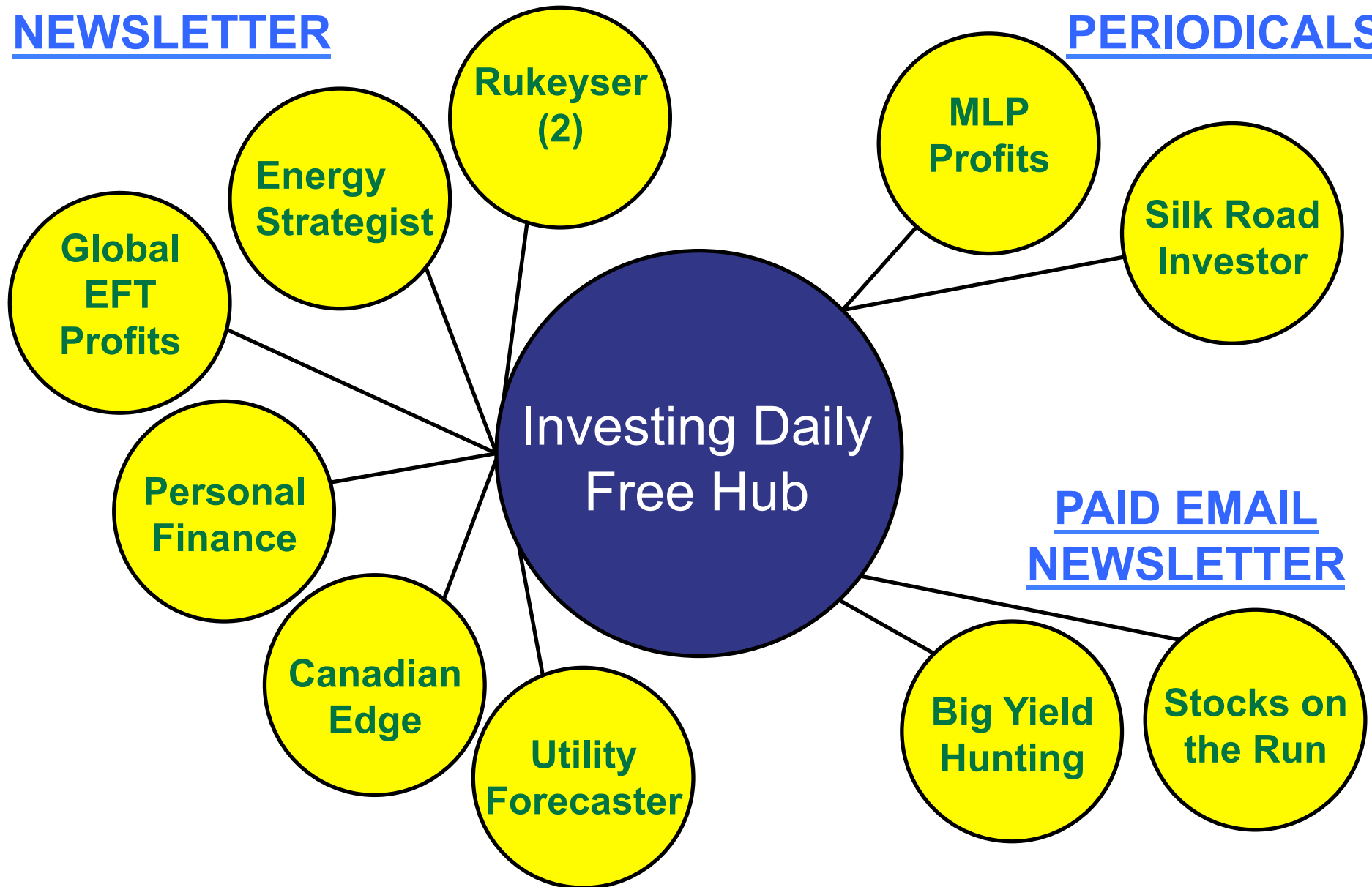
Investing Daily Network

Portal vs. Newsletter

Portal

www.InvestingDaily.com

Designed for SEO, list building and lead gen

Newsletter

www.pfnewsletter.com

Designed primarily to serve paid subscriber needs

Investing Daily Network

Publisher Or Project Manager

Design

IT

Team

Marketing

Editorial

Investing Daily Network

Build Process

1. Determine site purpose
2. Find example sites
3. Wire frame
4. Develop taxonomy
5. Site build
6. QA
7. Usability study
8. Final edits
9. Subscriber survey
10. Review performance data

Canadian Edge

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Wire Frame

In Brief
Headline
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Portfolio Update
Headline 1
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Feature Article
Headline
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Canadian Currents
Headline
By 'Author'
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Article Archives
Headline (repeated)

Maple Leaf Memo
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Roger image — By Roger Conrad — Date
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How They Rate
How They Rate - Get the facts and advice
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Eye On Trusts - create your own portfolio

Alerts
Date — Headline
Date — Headline
Date — Headline

High Yield of the Month
Headline
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A Thousand Words
Headline
Image

Tips On Trusts
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By 'Author'
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AD

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Editors
Roger Conrad
David Dittman

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Headline 3
Headline 4
Headline 5

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http://www.UtilityForecaster.com

http://www.EnergyStrategist.com

Thank You

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