

How Healthy Is Your Website?

How Healthy Is Your Website?

presented by
Joe Rotella, SPHR
Chief Technical Officer

DELPHIA CONSULTING

Joe Rotella, SPHR

➤ "...something of a one-man think tank, has been doing more innovative things with the internet than anyone I've met yet."
Bob Scott, Editor Accounting Technology, April 16, 2009

➤ Leads Delphia's usability practice

- Software, websites, processes, experiences
- Redesign of www.LasVegasNevada.gov
- Creative director for www.ExploreChicago.org, Mayor Dailey's site, Chicago government site
- Design and development of www.GBQ.com, www.WeiserLLP.com and www.OHAnet.org

@joerotella www.JoeRotellaSays.com jrotella@delphiaconsulting.com

Tweets

➤ I encourage you tweet about our time together

- @joerotella
- #AAM

@joerotella www.JoeRotellaSays.com jrotella@delphiaconsulting.com

Been There?

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An "Apprentice" Approach

➤ We have volunteers!

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3 Parts of a Web Marketing Strategy

1. **Web**
 - Foundation
 - Company news and products
2. Internet
 - Affiliate networks, advertising, pay per click, SEO, online press/media relations
3. Social Media
 - Leveraging relationships and networks
 - Raw/open feedback

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A Effective Website

1. Marketing	Usefulness		
	2. Branding	Easy to learn	Relevant
		Efficient to use	Deep
		Easy to remember	Balanced
3. Self-Service	Few errors	Timely	
	Subjectively pleasing	Unique	
5. Technology			
Web Governance			
Charter Creation Define Responsibilities, Tests and Goals			

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1. Marketing

- Making customers aware of products and services
- Attracting new customers to a product or service
- Keeping existing customers interested in a product or service
- Building and maintaining a customer base for a product or service



Nuffield Curriculum Centre


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2. Branding

- It's an image
- It's a combination of words and letters, symbols, and colors

➤ It's the process of building a favorable image for a product or company that differentiates it, in the minds of prospects and end users, from other competitors



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3. Self-Service




- Empowers your visitors
- People expect it
- Organizations who do it well can save money while providing great service



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ROI: The Cost of Service

	Incident Cost	Pitfalls
	\$33.00	• Long wait time • Difficult to find the right person
	\$8.00	• Takes days to get an answer • Multiple responses before issue is resolved
	\$0.25	

If users cannot locate the service and support information they require on your website, they will resort to higher cost channels

Source: Frost & Sullivan - 2001

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4. Building A Community

- Blogs and wikis
- Forums
- Events calendar
- Live chat
- Resource sharing
- Polling



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5. Technology That Helps

- What works best for your content contributors?
Approvers?
 - What tools are they familiar with?
 - Workflow?
 - Versioning?
- Is a CMS right for you?
- Easy to maintain
- Ability to share/repurpose content
- Integration with business applications
- Supported platforms? Browsers?
- Are plug-ins required?

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Usefulness

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graph TD; SA[System Acceptability] --- SA_S[Social Acceptability]; SA --- SA_P[Practical Acceptability]; SA_S --- U[Utility]; SA_P --- Uf[Usefulness]; Uf --- Us[Usability]; Uf --- C[Cost]; Uf --- Comp[Compatibility]; Uf --- Rel[Reliability]; Us --- EL[Easy to Learn]; Us --- EU[Efficient to Use]; Us --- ER[Easy to Remember]; Us --- FE[Few Errors]; Us --- SP[Subjectively Pleasing];
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Attributes of system acceptability (Usability Engineering)

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Utility

- Know your users
- Content must be
 - Relevant
 - Deep
 - Timely
 - Accurate
- Answer your users questions
- Be written for the web

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Usability

- Easy to Learn
- Easy to Use
- Easy to Remember
- You Make Few Errors
- Subjectively Pleasing

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Sustainability

- Web Governance
 - Charter
 - Roles
 - Responsibilities
 - Polices
 - Procedures

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The Results

- Marketing
- Branding
- Self-Service
- Community
- Technology
- Usability
- Utility
- Web Governance

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Questions & Discussion

Joe Rotella, SPHR
Chief Technical Officer
Delphia Consulting, LLC

www.linkedin.com/in/joerotella

@joerotella

LinkedIn

YouTube

facebook

888.421.2004 x4326

jrotella@delphiaconsulting.com

@joerotella

www.JoeRotellaSays.com

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