

# Anatomy of a Web Presence

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## Workshop Outline

### - **Opening remarks – History worth not repeating**

- Agenda
- Bio

“Age of Digital Assistance”

### - **Foundations**

- Systems Language
- Business Online
- Services Perimeter – Integration
- Market Analysis / Search
- Human Resources
- Prior Art

### - **Q&A - Align Attendee Concerns & Expectations**

“Reference Age” evolution: “Answer Age”

### - **Consultant Role – Conflicts of Interest**

- What we know, we sell
- Drift, Scope Creep, and other “Language Barriers”
- Contractors are not Consultants
- Vision Alignment

### - **Requirements Oriented Design – Reality Check**

- Use Case(s), Boundary Conditions, Pre-existing Conditions
- Email, Web, Blog, SM, File Sharing, Mobile? Phones? Webmaster Tools, Places, etc.
- Budget
- Maintenance
- Successors
- Evolution

### - **Provisioning – Assets needed for the job**

- Domain
- Hosting
- Developer
- Project Management / QA

### - **Break**

Session B

- **Session A Q&A**

*If you had a "Need to know Butler" how would that work?*

- **Session B Opening Remarks**

- Where to begin?
- Forklift?
- FaceLift?
- Off the Shelf?
- Design / Build
- Least Cost? Purpose of Templates.

- **Project Road Map**

- Assumes Planning complete
- Domain
- Hosting / Website
- Configuration
- DNS, Email,
- Social Media

*"Systems Design, Development, Engineering, Change Management & Maintenance Workflows become Content Curation and Publishing Collaborations"*

- **Workshop Example - SoA End to End - < \$30 /yr subscribed services**

- GoDaddy
- WordPress
- Google
- FaceBook
- Twitter
- SEO — Emerges from Publishing Excellence
- Google Analytics
- Google Adwords
- Google WebMaster Tools
- Google Places

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