

# Taking Ownership of Your Web Presence

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# The Revolution According to Gates

- A. Internet Revolution
- B. PC Revolution
- C. Communications Revolution
- D. Technology Revolution
- E. Microsoft Revolution

## Answer

### **C. Communications Revolution**

“ The benefits and problems arising from this upcoming communications revolution- which in its early stage we might call the “Internet Revolution”-will be much greater than those brought about by the PC revolution.”

# Discussion Points

1. Philosophy
2. It's a "Communications Revolution"
3. Integrate the web into PR business
  - "Web 1<sup>st</sup>"
4. Easy Access to Information

Intro  
Discussion Points

# Fillasophy-My Perspective

- Today, web operations are complex
  - Today's technicians will become yesterday's farmers
- My background, my perspective

# The Communications Revolution

- The Road Ahead is today for professional communicators.
- Technology & Communications
  - Printing Press & Mass Circulation of Print
  - Radio & Television
  - Interactive Network

It's a "Communications Revolution"

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# Driving the Web

- Technicians designing and driving public relations vehicles
- Be compelled to take the wheel sooner than later
  - Learn the rules
  - Test the rules
  - Make or break the rules

It's a "Communications Revolution"

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# Deciding Where to Draw the Line

- Content
  - Internet
  - Intranet
  - Extranet
- Application
  - Internet
  - Intranet
  - Extranet

# Integrate the Web

- The “Web 1<sup>st</sup>”
  - Don’t underestimate who might want, might view, might use your message
  - Ensure procedures include posting to the web
  - Include a direct URL to the press releases, homepage, and e-mail addresses

# Using the Web an Afterthought?

- FirstGov
- Strategically an Afterthought

Integrate the web into PR business

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# Easy Access

- Understand technology options
- Submitting to search engines
- Notify partners and liaisons

*“... fast response times are the most important design criterion for web pages; even my thick skull isn't thick enough to withstand consistent user pleas year after year.”*

Jakob Nielsen  
*Designing Web Usability*

Easy Access to Information

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# Getting the Message Out - Technically

- Optimize download time
- Define output formats and know advantages/disadvantages of each
  - Web, Print, Email, PDA, .doc, .pdf, WAP
- Identify technical means for streamlining process (content management systems)

# Submitting to Search Engines

- Keywords
- Popular search engines
- Popular search sites for your industry/organization
- Understanding search engine science
- Optimizing pages for search engines

# Notify Partners & Liaisons

- Exposure on partner sites
- Exposure on associated sites
- Search engine science bonus
- Find sites that put your message in context, any appropriate context

## In Summary

- It's a "Communications Revolution".  
Take ownership of your web presence or presences. Drive all message vehicles for your publics including the web.

*Taking Ownership of Your Web Presence*  
It's a "Communications Revolution"  
Integrate the web into PR business  
Easy Access to Information

# Conclusion

# Any Questions?

Available at <http://www.verticool.com/pru.pdf>  
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Any Questions