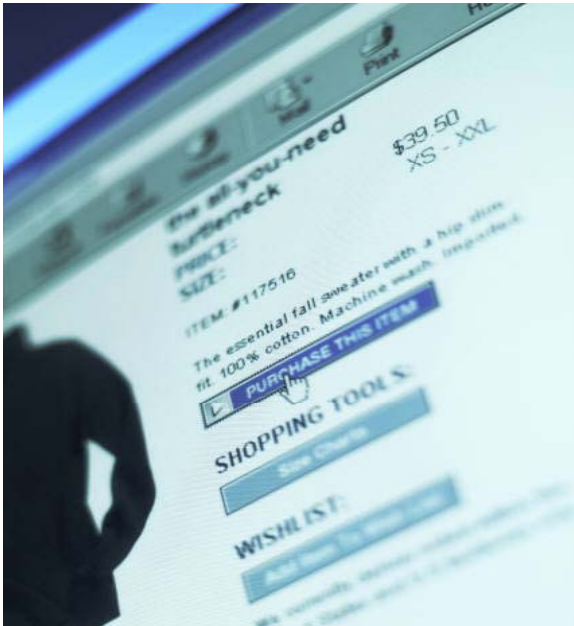


Web Optimization – Maximizing Web Results

Course Outline



Your web site is so much more than marketing and selling. It is the image of your business to the world, all the relationships you have, all the stakeholders, new relationships and new partners and finally the relationship you might have with regulatory agencies.

Web optimization covers a number of emerging management disciplines dealing with making the website a viable and integral part of the business. It is the core of becoming an e-business as well as maintaining your current structure.

Making the website a part of increasing the value of the enterprise involves several web optimization aspects. Web optimization is the core discipline that allows you to take advantage of all the facilities available.

external facing relationships

searching

taxonomy

customer centric

enterprise strategies

internal facing services

e-flows

web analytics

content and knowledge management

The focus in this course is on understanding how to pull together all the basic components of truly leveraging the web oriented component of your business. Who should attend: Web masters, business analysts, business systems teams, process analysts, business analysts, systems developers, managers and IT professionals.

Section 1: Overview – Doing business on the web

Introduction and course agenda
Web optimization and the business
Business drivers for web use
Doing business on the web
Internet vs. intranet
Web site governance
Exercise – Determining Web Site Drivers

Section 2: Web Business View - Site Strategy and Planning

Web site business objectives
Customers and marketing
Suppliers and efficiency
Web visibility
Promoting the web site
Content delivery and purpose
Exercise – The Web Site Assessment and Plan

Section 3: Corporate identity and the web

Corporate identity today
Characteristics of good sites
Corporate identity and site design
Quality issues on a site
Continuous site improvement
On Line Examples and Discussion: What is a Good Web site?

Section 4: Attracting customers

Locating what the customer wants
Getting to the customer - search engine leveraging
Search engine rankings – are they important today?
Competitor assessment and rankings
What is a successful ranking
Exercise – Determining the search strategy

Section 5: Ease of navigation

Guiding the customer vs guiding a visitor
Structure of the site
Taxonomy analysis
The evolution of site taxonomy
Taxonomy justification and metadata
Exercise – Web site requirements and taxonomy

Section 6: Strategies for Web Site Performance

Site traffic objectives
Ranking algorithms
Vertical searching
Optimizing site content
Download issues
Demonstration – On line ranking and analysis of Websites

Section 7: Understanding Visitors - Analyzing Web Traffic

The frustrations of browsing
Who is visiting the website?
Web page analysis - Page size and traffic
Navigation analysis and Navigation structures
Exercise – Navigation analysis

Section 8: Delighting the Visitor - Improving web traffic

Marketing and the web
Typical home page lifecycle
Return visit factors
Compression benefits
The 'flow experience' and the website
Exercise – Improving return visits

Section 9: The Web Marketing Concept

The E-commerce idea
Marketing and the web
Delivering content
Structuring content
Customer relationship analysis
Measuring success
Exercise – Selecting a Package

Section 10: E-Commerce: Marketing and the Web

Engaging the Customer
Email strategies
The electronic 'incentive'
Linkages and referrals
Converting leads to sales
Exercise – Understanding your customer

Section 11: Promoting the website - Increasing Web Traffic

Interpreting traffic results
Revisiting the website purpose
Identifying the traffic improvements
Website structure changes
Importance of 'look and feel'
Leveraging search engines
Exercise – The web marketing plan

Section 12: The Web Warehouse

Differences in EDW and a web warehouse
Click stream analysis
When do you need a web warehouse?
Performance issues and the web warehouse
Web warehouse architecture
Exercise – Web Warehouse Requirements

Section 13: CRM and the Web

The customer centric company
Multimodal CRM strategies
CRM Automation
Core CRM Processes
Text mining, CRM and the web
Supporting technologies for CRM
Demonstration – Developing an E-Flow

Section 14: Technology for Web Improvement

E- Flow Development tools
Web analytics
Email marketing
Support tools
Validators, opt-in, HTML etc.
Exercise – A Tool Selection Checklist

Section 15: Latest Trends in Web Development and Use

Web directions - the semantic view
Internet trends
Business trends in e-commerce
Electronic businesses - The return of the DOT COM?
Outsourcing applications to the web
Digital media
Exercise – Final Question and Answer Period