



ASSESSING YOUR WEB SITE IN A WEB 2.0 WORLD

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DEVELOPMENT CYCLE

- > Set Goals
- > Assess
- > Adjust
- > Assess



A Web site is never finished.

DIMENSION & CRITERIA

Subjective criteria, in 4 dimensions:

- > Design
- > Technology
- > Content
- > Navigation

Content is Queen, but Navigation is King



DESIGN

Appropriate for your brand

- > Classic vs. Cutting Edge
- > Image vs. Information
- > Accessibility

Beauty is in the eye of the beholder, good design is seen by everyone.

WEB 2.0 DESIGN

- > Mobile-centric
- > Personalization
- > Truly Interactive Flash



*Watch it wiggle, see it jiggle is dead.
Movement has purpose now.*

WEB 2.0 DESIGN



DRAG the items into their proper spot on the bus to proceed to the next round!

81550



★

AUDIO OFF ON

SKIP TO THE NEXT ROUND

PLAY AGAIN

PRINT | REQUEST BROCHURE

WWW.STSLA.ORG

Solutions Through Science is a Louisiana partnership of chlorine & vinyl companies, the Louisiana Chemical Association, the Chlorine Chemistry Division of the American Chemistry Council and The Vinyl Institute.

Our companies make the chlorine and vinyl that go into the products used by school buses everyday.

OUR MEMBER COMPANIES »



OUR MEMBER COMPANIES »

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TECHNOLOGY

- > Does it work?
- > Can you update it?
- > Two-way communication?



Even a broken clock is right twice a day.

WEB 2.0 TECHNOLOGY

- > Separation between the desktop and the Web is disappearing with universal access
- > Email is going away – replaced by social networking “dashboards”



Change is one thing, progress is another.
– Bertrand Russell

WEB 2.0 TECHNOLOGY

OFFICE OF THE GOVERNOR Bobby Jindal

STATE OF LOUISIANA

HOME ABOUT ADMINISTRATION NEWSROOM ISSUES INTERACT

" I'M ASKING YOU TO ONCE AGAIN BELIEVE IN LOUISIANA. "

News > Press Releases

Subscribe to news feed E-mail this to a friend Printer-Friendly Version

NewsGator Inbox

NewsGator



Subscription to "Governor Bobby Jindal | State of Louisiana > Press Releases" added.

OK



COVALENT
logic

CONTENT

- > Appropriate
- > Expected
- > Unexpected
- > Visitor-centric



“Beautiful can't make up for empty.”
— *Business Week*

WEB 2.0 CONTENT

Self-Centered

- > Social Networking
- > Customized
- > Personalized



Members of the "millennial generation" are more selfish and narcissistic.

– NPR report

WEB 2.0 CONTENT



facebook Stafford Wood Kendall Friends Applications Inbox 3 Home

BREC [Browse more Places](#)

It all starts at BREC! 

Add to my Page's Favorites

Share +

Fans
6 of 13 fans [See All](#)

  
Bill Blackwood Jared Kendall Chris Burkstaller

  
Shannon Jackson-Forbes Kristi Barnett-Williams Lisa Noble

Information

Location: 6201 Florida Blvd.
Baton Rouge, LA, 70806
Phone: 225-272-9200
Mon - Fri: 8:00 am - 5:00 pm

Website: <http://www.brec.org>
Parking: Parking Lot

Mini-Feed
Displaying 4 stories [See All](#)

Yesterday

 BREC created an event. Thursday at 1:55pm

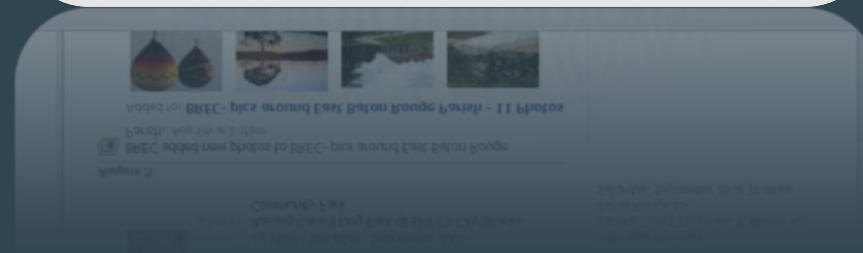
 **Pets and Pals Day**
When: 10:00AM Saturday, September 20th
Where: Raising Cane's Dog Park @ BREC's City Brooks Community Park

August 5

 BREC added new photos to BREC- pics around East Baton Rouge Parish. Aug 5th at 2:15pm

Added to: **BREC- pics around East Baton Rouge Parish - 11 Photos**



NAVIGATION

Guidelines to follow:

- > Rule of 7
- > Parity: Audience, Action, Content



If we think about the obvious long enough, it dissolves.

- Mason Cooley

WEB 2.0 NAVIGATION

Interactive Navigation:

- > Maps
- > Category Clouds



Getting there is half the fun.

WEB 2.0 NAVIGATION



DEVELOPMENTS

PROPERTIES FOR LEASE

ABOUT US

CONTACT US

LOGIN

INNOVATIVE DEVELOPMENTS

DYNAMIC IMPACT



FEATURED PROPERTY

Bon Carré Business Centre
5630 Bankers Avenue
Baton Rouge, LA 70808

Bon Carré Business Center is a nearly one million square-foot technology, research, and business hub which is anchored by a high-tech data storage facility and is the current home for a number of high-tech businesses. With current occupants and future tenants under contract, the property is over 86% occupied with over 30 companies and more than 5,000 employees.

LOOKING TO LEASE?

Louisiana Properties

Select a city to view properties in the area >>

SELECT ANOTHER STATE >>

Map Satellite Hybrid

Bon Carré Business Center
5630 Bankers Avenue, Baton Rouge, Louisiana

Lake Sherwood Mall
4520 S. Sherwood Forest Blvd., Baton Rouge, Louisiana

Main Street
438 Main St., Baton Rouge, Louisiana

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WEB 2.0

*I think Web 2.0 is of course a piece of jargon, **nobody even knows what it means**. If Web 2.0 for you is blogs and wikis, then that is people to people [connection].*

But that was what the Web was supposed to be all along.

- Tim Berners-Lee