

12 Things You Need to Know About Web Site Planning (To Pull the Rabbit from the Hat)

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Selected Resources on Staff, Technology and Financial Planning for Web Sites

I. Staff planning

General staffing issues

"Is Your Webmaster Wearing Too Many Hats? Ten Ways to Lighten the Load"
<http://www.abanet.org/barserv/barleader.html>
by Kathryn Thompson, to be published in an upcoming issue of the *Bar Leader*.

Ways to redistribute web responsibilities ("hats") throughout the organization:

1. Business strategy hat
Rely on decision-makers for web site strategy.
2. Project management hat
Create a web team to manage the web site.
3. Writing hat
Give departments control over content.
4. Editing hat
Appoint a web editor to oversee web copy.
5. Marketing hat
Leave the marketing to the "marketers."
6. Customer service hat
Give departments responsibility for customer service.
7. Systems administrator hat
Leave the systems administration to the systems administrator.
8. Programming hat
Use a programmer for heavy-duty programming.
9. Lawyer hat
Get a lawyer to monitor the site for legal compliance.
10. Design hat (keep this one on!)
Leave what's left (design/development) to the webmaster.

"Staffing Your Web Initiative"
http://www.mmlive.com/whitepapers/white_paper_staffing.pdf
White paper by Multimedia Live

"The Right Web Job for You"
http://hotwired.lycos.com/webmonkey/templates/print_template.html?meta=/webmonkey/98/41/index2a_meta.html
Easy-to-understand breakdown of webmaster roles and responsibilities

"Progress Paralysis: Eight Steps to Get Your Web Site Moving Again"
<http://www.newarchitectmag.com/documents/s=7576/na1002b/index.html>
by Peter Merholz, *New Architect*, October 2002

Accidental Webmaster, to be published by Information Today in May 2003, ISBN# 1573871648

Project management / web teams

Web Project Management, published by Morgan Kaufmann, October 2000, ISBN# 1558606785

Web Project Management: Delivering Successful Commercial Web Sites, by Ashley Friedlein, 2000, ISBN# 1558606785

Collaborative Web Development: Strategies and Best Practices for Web Teams, by Jessica Burdman, 1999, ISBN# 0201433311

Web Redesign: Workflow That Works, by Kelly Goto & Emily Cotler, 2001, ISBN# 0735710627

Web professional certifications

Internet Webmaster Association certifications

<http://iwanet.org/profdevel/>

“Consider these options for Web certifications”

<http://builder.com.com/article.jhtml?id=u00320030214edt01.htm>

Good list of links to web development certification options

Web content / style guides

Yale Web Style Guide

<http://info.med.yale.edu/caim/manual/contents.html>

First version is available for free (above) on the web site; the second edition is available for purchase: *Web Style Guide: Basic Design Principles for Creating Web Sites*, 2nd ed. Patrick J. Lynch & Sarah Horton, March 2002, Yale University Press, ISBN# 0300088981

Writing for the Web

<http://www.sun.com/980713/webwriting/>

Guidelines based on sites created by Sun Microsystems, prepared by Jacob Nielsen, P.J. Schemenaur and Jonathan Fox.

Online Style Guide: Terms, Usage, and Tips, by Karen Pivlicin & Christy Lyon, 1998, ISBN# 0965748332

The Web Content Style Guide: An Essential Reference for Online Writers, Editors and Managers, Gerry McGovern, Rob Norton & Catherine O'Dowd, November 2001, ISBN# 0273656058.

Content design / usability

Jacob Nielsen, usability expert

<http://www.useit.com/papers/>

Great collection of articles on web design, emphasizing usability

“Users Matter: Meeting Site Visitor Needs”

http://www.webreview.com/2000/05_26/strategists/05_26_00_1.shtml

by Claire Rowland, *Webreview*, May 26, 2000

“Implementing Information Across Your Site”
http://www.webreview.com/2001/01_19/strategists/index04.shtml
by Karuna Kapoor & Ved Bhusan Sen, *Webreview*, January 19, 2002

Designing Web Usability: The Practice of Simplicity, by Jacob Nielsen, 2000, ISBN# 156205810X

Don't Make Me Think, by Steve Krug, 2000, ISBN# 0789723107

II. Technology planning

Technology inventory

“Assessing Your Law Firm’s Technology: What You See is Not What You Should Have”
<http://www.law.ufl.edu/lti/articles/assessments.htm>
by Andrew Adkins, *Law Office Computing*, February/March 2002 issue

Belarc Advisor
www.belarc.com
Utility that analyzes your system’s hardware and software, creates a detailed report

“The Six Biggest Mistakes Law Firms Make When They Upgrade Technology”
<http://www.llrx.com/features/upgrade.htm>
Ben M. Schorr, February 15, 1998, LLRX.com

“Evaluate How New Technology Affects Your Firm”
Edward Poll, *ALA’s Legal Management*, November/December 2002

Strategic technology planning

“What’s a Business Plan?”
http://www.webreview.com/soapbox/2001/02_23_01.shtml
by Time Barkow, *Webreview*, February 23, 2001

Summit Collaborative Strategic Technology Toolkit
<http://www.summitcollaborative.com>
Make this your first stop for free strategic technology resources. Toolkit contains an extensive collection of articles, fact sheets and tools for assessing, planning, implementing and evaluating technology tools and strategies.

“Is Strategic Planning for Technology an Oxymoron?”
<http://www.educause.edu/ir/library/html/cem9814.html>
Martin Ringle and Daniel Updegrave, *CAUSE/EFFECT*, Vol. 21, No. 1, 1998.

“Legal Technology Planning”
<http://www.law.ufl.edu/lti/articles/techplan.htm>
Andrew Adkins, Legal Technology Institute, republished from *ALA Legal Management*, May 1995

TechSoup—Technology Planning
<http://www.techsoup.org/articles.cfm?topicid=11&topic=Technology%20Planning&cg=content&sg=mainTechplan>
TechSoup has an entire section devoted to technology planning, including free tips, articles and worksheet—all geared toward non-profits or those looking for low-budget solutions.

“Laying the Groundwork for Strategic Technology Deployment”
<http://www.altmanweil.com/about/articles/lfma/technology.cfm?jsenabled=True>
White paper by David Briscoe, Altman Weil.

NPower’s “Technology Literacy Benchmarks for Nonprofit Organizations”
<http://www.Npower.org>
Published in 2002 by the Benton Foundation and NPower. Includes technology planning, staff use of technology, business systems, networks, e-mail and web sites, and telecommunications and Internet access.

National Technology Assistance Project—Technology Planning & Budget
http://lstech.org/ntap/tech_topics/plan_policy/
Practical information for technology and budget planning

Strategic web site planning

“Ten Mistakes in Site Planning”
http://www.webreview.com/2001/09_28/strategists/index01.shtml
by Steve Franklin, *Webreview*, September 28, 2001

“Web Site Planning”
<http://www.techsoup.org/articlepage.cfm?ArticleId=293&topicid=13>
by Terry Grunwald, *TechSoup*, April 16, 2001

“Site Planning, the Red-Headed Stepchild of the Web”
http://www.digital-web.com/tutorials/tutorial_2001-6.shtml
by Ben Henick, *Digital Web*, 2001

Web design and development tools

Vendor web sites

Macromedia tools
www.macromedia.com

Adobe tools
www.adobe.com

Microsoft tools (product page)
<http://www.microsoft.com/catalog/display.asp?subid=22&site=10875&x=36&y=7>

Product reviews

Reviews of Macromedia’s *Dreamweaver* (compiled on Macromedia’s site)
<http://www.macromedia.com/software/dreamweaver/reviews/awards.html>

Reviews of Adobe *GoLive* product reviews (compiled on Adobe’s site)
<http://www.adobe.com/products/golive/reviews.html>

Reviews of Microsoft *FrontPage* (compiled on Microsoft’s site)
<http://www.microsoft.com/frontpage/evaluation/reviews.htm>

Comparison of *FrontPage*, *GoLive* and *Dreamweaver* (prepared by Adobe)
<http://www.adobe.com/products/golive/topways.html>

Webmonkey
<http://www.webmonkey.com>
 Good source for software reviews

Web authoring and related tools

Chart includes approximate retail prices only.

	Macromedia	Adobe	Microsoft
Web authoring	* <i>Dreamweaver MX</i> (\$399)	* <i>GoLive</i> (\$389)	<i>FrontPage</i> (\$169)
Image editing	* <i>Fireworks MX</i> (\$269)	* <i>Photoshop</i> (\$599), <i>Photoshop Elements</i> (\$99)	
Vector illustration	* <i>Freehand MX</i> (\$369)	* <i>Illustrator</i> (\$389)	
Animation	* <i>Flash MX</i> (\$439)	<i>LiveMotion</i> (\$389)	
Interactive media	<i>Director MX</i> (\$1119)	<i>After Effects</i>	
Package deals	<i>Studio MX</i> (\$799) <i>(includes products with * above, along with Contribute)</i>	<i>Web Collection</i> (\$999) <i>(includes products with * above, along with Adobe Acrobat)</i>	

Web content management tools

“Demystifying Document Management: Navigating the CMS Software Marketplace”
<http://www.newarchitectmag.com/documents/s=2451/na1002a/>
 Good overview of enterprise-level content management systems by Michael Bronder, *New Architect* magazine, October 2002

“Choosing Web Content Management Solutions”
<http://www.infotoday.com/online/OL2001/oltocsept01.html>
 Not available online; article by Kim Guenther, September/October 2001 issue of *Online* magazine.

“How to Choose a Content Management System”
<http://www.atomz.com/pdf/register/index.htm>
 White paper (PDF format) by Atomz. A “Content Management Buyer’s Kit” also available for free for those who register at the site.

“Content Management’s New Realities”
<http://www.infotoday.com/online/jan03/arnold.htm>
 Free, full-text article published in *Online* magazine by Stephen E. Arnold, Jan/Feb 2003.

“Content Management from Vendor Selection to Successful Rollout”
<http://www.infotoday.com/online/nov02/white.htm>
 Free, full-text article published in *Online* magazine by Martin White, Nov/Dec 2002.

Content Management Bible, John Wiley & Sons, December 2001, ISBN# 076454862X

The “back end”

“Keeping Up with Server-Side Languages”
http://www.webreview.com/2001/09_14/developers/index01.shtml
by Steve Franklin, *Webreview*, September 14, 2001

CNET resources on database programming and scripting
<http://builder.cnet.com/webbuilding/0-3882.html>

III. Financial planning

Measuring ROI of web sites

“Measuring ROI on Web Sites”
<http://www.lawmarketing.com/publications/bestoflawmarketing/pub355.cfm>
A compilation of messages from the *LawMarketing* Listserv

“Measuring Your Marketing ROI”
http://www.abanet.org/lpm/magazine/articles/mag2002_v28n8_p54.shtml
by Sally J. Schmidt, *Law Practice Management* magazine, November/December 2002

“How to Justify Your Marketing Budget in an Uncertain Economy”
<http://www.lawmarketing.com/publications/news/pub426.cfm>
by Joshua Fruchter, February 11, 2003

“Where ROI Models Fail”
<http://www.computerworld.com/managementtopics/roi/story/0,10801,78541,00.html>
by Thomas Hoffman, *Computerworld*, February 17, 2003.

Computerworld ROI Knowledge Center
<http://www.computerworld.com/managementtopics/roi>
Series of reports on ROI on technology

“Damn the ROI, Full Speed Ahead”
<http://www.cio.com>
Mohanbir Sawhney, *CIO Magazine*, July 15, 2002

“Technology Decisions in Your Legal Aid Program: A Perspective on Budgeting”
http://lstech.org/ntap/tech_topics/plan_policy/20030204-5802-6106
Article focusing on ROI accompanied by links to related resources; by Tad Bohlsen, Indiana Legal Services, *Lstechie Journal*, August 2002

Web metrics / web analysis software

Web Trends software
<http://webtrends.net>

Web Developer’s Journal—section on “Site Traffic Analysis”
<http://www.webdevelopersjournal.com/hubs/suithub.html#traffic>

“The Marketer’s Common Sense Guide to E-Metrics”
<http://www.futurenowinc.com>

Compiled by Bryan Eisenberg of *Future Now*. 22 benchmarks to understand the major trends, key opportunities, and hidden hazards your web logs uncover; excellent worksheets for calculating web site ROI based on visitor activities.

Generating ROi (Return on Internet) by Focusing Web Analytics on Business Process”

<http://www.aberdeen.com>

White paper by the Aberdeen Group, May 2002. Good overview of web analytics.

“Web Site Data Analysis and Reporting”

http://www.mmlive.com/whitepapers/white_paper_reporting.pdf

White paper on web reporting by Multimedia Live.

“Log File Lowdown”

<http://hotwired.lycos.com/webmonkey/01/24/index4a.html?tw=e-business>

Author Michael Calore dissects a sample Web server log, then reviews the top free and for-pay log file analysis utilities; published on the Webmonkey site, June 15, 2001.