



# Managing and Growing a Cultural Heritage Web Presence: A Strategic Guide

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## Description

This book provides a complete guide for anyone looking to build or maintain a cultural heritage web presence. Peppered with data and case studies on current practice from large and small cultural heritage institutions, this book advises the reader on the best strategic approach, as well as providing insight into how key institutions manage their websites, and hints and tips on best practice. A companion web site provides template downloads and other up-to-date information including links and white papers.

Key sections include:

- Evaluating what you have now
- Content
- Outside your site: RSS, syndication, API's
- Building a web strategy
- Web policies
- Traffic and metrics
- Budgeting
- The Social Web (Web 2.0)
- Re-development: the website project process.

**Readership:** Essential reading for those who are single-handedly trying to keep their site running on limited budget and time as well as those who have big teams, large budgets and time to spend.

## Contents

### 1. Evaluating what you have now

- Introduction
- The web today

- Who is online and what do they do?
- The internal context
- Summary
- References

## **2. Building a strategic approach**

- Introduction
- What is a web strategy?
- What should a strategy cover?
- Structuring your strategy document
- Evolving your strategy
- The web strategy team
- Regular strategy reviews
- Summary
- Reference

## **3. Content**

- Introduction
- Managing content
- Content outside your site
- Staying informed
- Syndicating content
- Summary
- References

## **4. Marketing**

- Introduction
- From 'site' to 'presence'
- Search
- Offline marketing
- Online advertising
- Summary
- References

## **5. Policies and guidelines**

- Introduction
- Policies, procedures and guidelines
- Social media guidelines
- Summary
- References

## **6. Traffic and metrics**

- Introduction
- Measurement techniques
- Metrics software
- What should you measure?

- Metrics definitions
- Watching your metrics
- Reporting
- Other metrics
- Dissemination of KPIs
- The changing face of metrics
- Summary
- References

#### **7. The social web (Web 2.0)**

- Introduction
- What is 'the social web'?
- Why social media?
- Choosing when (and when not) to use social media
- Developing a social media strategy
- Social media channels
- The challenges of the social web
- Risks and mitigation
- Summary
- References

#### **8. The website project process**

- Introduction
- Project phases
- Writing a website brief
- The specification
- Working with external agencies
- Project start-up
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- Summary
- References

#### **9. Away from the browser**

- Introduction
- Open Data
- Mobile
- Summary
- References

#### **10. Bringing it all together**

- Introduction
- Ongoing feedback
- Staying informed
- Summing up
- Bibliography

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**Author**

**Mike Ellis** is a Digital Strategist at Eduserv who is particularly interested in how web and mobile technologies can help non-technical people communicate, share and create. He writes and presents extensively, runs conferences and gives workshops on various aspects of web technology. He has spent much of his working life in and around cultural heritage and other content-rich institutions, and was Head of Web at The National Museum of Science and Industry from 2000 to 2007.