MAY 4-8, 2020
TOPIC: PUBLISHING ONLINE

Uploading and Web Site Management

The final step in the creation of the ICT application for social change is the <u>publication of the developed application in the Internet or public domain</u>. *Web site content management* is a combination of processes and technologies that saves the creation, development, publishing, and maintenance of Web sites. *Content* refers to the information that a web sites offers. Content can take the form of texts, images, videos, and audio files.

There are various systems created to aid the management team to maintain and manage the web site. This known as the *web content management system* (WCMS). The features offered by the system include *authoring, collaboration,* and *administration tools.*

<u>*Administration tools*</u> can be used as a maintaining platform for web sites. It is a user-friendly facility for checking, updating and maintaining a Web site. WCMS can use different features and capabilities to enhance user experience. These capabilities are as follows:

1. *Automated templates* – these are ready made forms wherein the elements are read and applied automatically to new or existing content.
2. *Access control* –this features can help control the individuals or group accessing the project and up to what extent an individual can do on the web site.
3. *Scalable expansion* – it is the capability to expand the web site by adding pages linked into the main page.
4. *Easily editable content* – this is the ability of the system that can provide ease in changing the layout, texts, and elements of the web site. Example include the WYSIWYG editing tools.
5. *Scalable Feature Sets* - this refers to modules or plugins that can be installed or referenced in the construction of web sites to enable different functions not offered by the system.
6. *Web standards upgrades* –updates on the software functions and new features are provided. Solutions to bugs and other software errors can be remedied in the updates.
7. *Workflow management* – this is a facility that accommodates parallel work for every content creator. Designs, texts, Images, and video can be placed and arrange by everyone at the same time. However, the design will not appear in public until the main administration approves and publishes a certain update.
8. *Collaboration* – updates, layouts, and content can be retrieved and edited by the content creators. The changes made are noted so that the other content creators can track every change done. Furthermore, notes can be written so that the other content creators can be informed.
9. *Delegation* – this is facility wherein restrictions and limited privilege can be set so that there is a control for updates and reviews before publishing.
10. *Document management* – this is a facility that tracks the flow of documents, from their creation, to reviews and revisions, and to archiving and deletion.
11. *Content virtualization* – this refers to the function wherein a dummy Web site can be edited and tested by the content developer. The developer can test the effect of each edit to the overall appearance and functionality of the web site.
12. *Content syndication* – this is a facility to market and disseminate the existence of the web site. Some of this functions are search engine visibility, RSS feeds, and e-mail blasts. This is usually capitalized by the marketer of the web site.

13. *Multilingual* – this is a function of the Web site to accept multiple languages for input and display. There are embedded functions that can translate a web site into a several languages.
14. *Versioning* – this is the function or capability of a Web site to be edited and created in different software development tool versions. In other words, this allows the Web site to be backward compatible. The Web site will work in older versions of the development tool.

The features and capability of a WCMS are common features that you can find across different platforms. Presented here are some of the tools that you can use to manage your web content.

- CMS Made Simple
- WordPress
- Joomla!

Promotion, Traction, and Traffic Monitoring

Upon the completion and publishing of the Web site, individuals can now visit it. It is crucial to promote the Web site to ensure its success. There are various method to attract visitors.

1. Use keywords in hyperlinks.
2. Make your navigation system search-engine friendly.
3. Create a site map. A site map is the outline of the web site.
4. Fine-tune with careful search engine optimization.
5. Submit your site to key directories. Directories are the "lookup table" of search engines and search applications.
6. Submit your site to trade organization sites and specialized directories. Similar to key directories, specialized directories are "lookup tables" of the web site tackling a specific topic.
7. Write articles for others to use on their web sites and newsletters.
8. Become part of social media community.
9. Promote your site in online forums and discussions lists.
10. Ask visitors to bookmark your site.
11. Develop a free service.
12. Install a "signature" in your e-mail program. An *e-mail signature* is a set of information about yourself after an e-mail message. This signature may include your name, position or profession, mobile number, landline number, and web site address.
13. Aggressively ask for e-mail signups.

Google Analytics

It is an application offered by Google that provides a service that will let you track and report traffic of web sites. The service provides a detailed presentation of data and information regarding the performance of a web site. The appearance is dashboard type GUI. Reports are also generated using this dashboard type of presentation. Google analytics can provide statistics of every page of a web site. The most visited and least visited pages can be provided in detail.

One of the most important applications of Google Analytics and Web site statistics *is e-commerce platforms.* Sales activities of different web sites can be monitored in this feature. The items that are in-demand and those that are less purchased cab be given in a report.

Evaluation through User Feedback or Interaction

After publication and establishment of your web site or ICT project, updates can be done on the web site to ensure an increase in user experience. One of the primary source of these updates is the solicitation of suggestions from the viewers. The most reliable sources of feedback are from the users who have already experienced navigating the web site. They have a first-hand experience of the features and functions embedded on the web site. There are various methods and techniques on how to solicit these experiences and feedbacks from users.

1. *Informal manner* of feedback solicitation is the most popular method of extracting suggestions and comments for the web site. This formal evaluation of the web site can be as simple as personally asking visitors what suggestion they can provide in improving the web site.
2. *Formal solicitation* of information and comments can be built using specific rules and protocols while the users are accessing the web site. The manner of collecting ideas is usually composed of an organized series of questions.

Free Web Site Hosting

Google Plus (also referred to as Google+) – is a service developed by Google initially as a social networking application. Different functions are created as tool and can be added by the developer in the actual project. Presented are different applications and tools a Google Plus user can utilize.

Google Forms is an extended tool of Google sheets. It helps in creating forms, and, if published, can be a tool for soliciting answers to fields or questions provided in the form.

Reference:

Empowerment Technologies
By: DIWA Learning Systems Inc. pp. 121-131

TO DO LIST

DAY 1:

Based on the previous activity, list some methods and strategist on how to increase the Web site's views and audience visits of the social media group you have created.

DAY 2:

Answer the following questions.
1. Given all the methods to increase the number of visitors of a Web site, which one do you think is the most effective? Why do you say so?
2. Which do you think is more advantageous method of gathering feedback – formal or informal? Explain.