

Do you have a market data or research to support your desire for a change?

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- Look to your web statistics to give you valuable information about what's "hitting the mark" and what's "missing their gaze."
- Compare your results against the goals you set for your web initiative and assess how the site has been performing against those goals.
- Have you conducted an inquiry into your site user needs and preferences?

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**Is your site simply "not working?"
Is it no longer functional?**

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- Has the site become cluttered, cumbersome, or unresponsive to the users?
- Is your staff lamenting that the structure and taxonomy of the original site no longer accommodates the content they need to post?
- Is it not working for staff to maintain the site?

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Are there significant new technologies that you want to incorporate into your site?

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- You can perform a site "facelift" of your site and update its look without having to change its fundamental design.
- Other changes, like the integration of customization tools, a members-only area, content management system, etc, can have more significant impact on the structure, navigation and design.

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Does the current site negatively affect the user experience and/or your brand?

- Does your online exposure not match your industry reputation?
- Is there concern that you look "dated" and therefore less appealing to new enrollments?
- Are members/volunteers critical of your website?
- Is there incongruence between what you say

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Defining Your Web Strategy

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Web Strategy "Building Blocks"

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Purpose

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- Are you clear about WHY you have a website?
- How is this tool intended to serve your enterprise?
- How is this tool intended to serve your members?
- How—specifically—does your website support the strategic goals of your organization?

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Communicating the Site Purpose

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- Is there an organizational mission statement clearly posted on the site?
- Can you see evidence of the mission statement supported on the homepage?
- Is there harmony between what the site claims as a purpose and how it's actually being used?

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Audience

fodors.com

- What does the homepage suggest about the audience(s) for this site?
- Is there audience segmentation?
- How does the design/aesthetic treatment acknowledge or exclude audiences?

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Infrastructure

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- Is anyone on staff related to your technology service providers?
- Are you prepared to devote staff time to the website? (what duties will you reassign or retire?)
- What metrics from your website defend/support your Web investments?
- Do you have the staff and facility to support in-house hosting or software development?
- Do you (really) want to be in the IT business?

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Content

Colorado-Wyoming Association of Museums

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- What information, product or services are available? Does the content serve the strategic intent?
- How dynamic is the content? Is it maintained?
- Is the content written within web guidelines?
- Are there aids to assist the visitor in locating the right content?

Functionality

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- What can the visitor do on the site?
- What do visitors need/want to do?
- Are the processes completely executable online?
- What self-service tools are available?
- Is HELP available? In what forms?

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Navigation

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- How does the site guide the audience to the desired content?
- Is there a clear navigation scheme? Is it in their language or yours?
- Are there multiple navigation schemes present?

Wyoming Association of Physician Assistants

2008
President's Message

CME's

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Contextual Navigation

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- Consider multiple, concurrent navigation schemes
- Retain a "universal navigation" scheme across the site

Coalbed Natural Gas Alliance

Environmental Regulations

NEW! Update
Due to the extremely significant impact business and livestock production has on the air that Public process the Wyoming Department of Environmental Quality (DEQ) will be there and Public Library Board (PLB) will then agree to how to solve the current limited water quality standards for produced water from oil and gas operations.

Regulatory Agencies
Coalbed natural gas is a highly regulated industry with permitting and oversight from several different agencies. The Coalbed Natural Gas Alliance has provided a listing of the regulatory agencies involved in coalbed natural gas development complete with addresses, phone numbers and links to their websites.

Permitting
WORKING

There is an array of regulations in place in Wyoming to ensure the production of every phase of coalbed natural gas, with many agencies, state and federal, involved. The WCOCC explains the placement of wells and how that set of process, how water is produced and how to deal with it, provides an overview of permit flow. Wyoming Department of Environmental Quality (DEQ) is the CERCLA in Basin and the RCRA permit provider for drilling, completion, for Wyoming from Engineer's office (SEDO), Army Corps of Engineers and even are involved in the process of producing coalbed natural gas.

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Navigating the Content

Allen County Public Library | www.acpl.info

Search Catalog: word or phrase

Subject Areas

- Art, Music & Media
- Business & Economics
- Children
- Social Sciences & Humanities
- Law / Tax/Info
- Reference
- Science, Earth Science
- Exhibits
- Historical Resources Center
- Health, Safety, Reference Service
- Outreach Services

Library Catalog

- Search Catalog
- My Account
- Renewals
- My Account
- My Account
- My Account
- My Account

Online Databases

- Ancestry Database
- Community Library
- E-Resources
- Live Chat
- OverDrive
- OverDrive


Community Resources

- Allen County Data Center
- Community Affairs
- East Tennessean Community

welcome

Library Extension and Innovation Project

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Summary and Questions

What's your "Ah-ha moment?"

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