

# PSB Interactive

## **Two-Stage iVolution Process**

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Maintaining a dynamic, effective Web site requires a two-tiered approach to maintain your organization's Web content.

First, your site needs up-to-date information that accurately and positively reflects your organization. New product descriptions, recent press releases, customer case histories, financial data and other performance measures are requirements in today's Web world. You may even want to add entirely new sections while pruning areas that are no longer needed.

Second, your site must continually evolve in form, with periodic improvements to navigation, graphics and functionality.

It's all part of the iVolution process.

## iVolution<sup>SM</sup> Web Site Content Management

Your Web site is the first source for in-depth information about your organization for any audience important to your success — from prospective investors and customers to potential employees. Yet, after a considerable commitment of time and resources to get a Web site (Internet, intranet or extranet) up and running, maintaining it is often an afterthought.

Keeping your Web site content fresh requires constant tending and a solid plan. PSB's iVolution service ensures you have the *people, process, plan* and *technology platform* in place to keep your site from growing stale.

## Start with the End in Mind

iVolution is based on three key elements: a plan, a team of people and a process for executing the plan.

### The Plan

Your iVolution plan should be built on behavior-focused objectives. We will help you establish goals for the number of site visitors, registered users and/or subscribers, and a content plan to help reach those goals. By reviewing your site's traffic patterns, we'll be able to determine where changes need to be made and monitor results.

In addition to updating content, we help you develop and maintain a dynamic flowchart that maps out the phases of evolution for your site. Next, we establish a team and system for ongoing review and revision of your site.

### The People

PSB has found a team approach to be the most effective organization for managing Web site content development. Typically, team members are a hybrid selection of PSB and client staff members. The team divides the responsibilities for content and system architecture, content development and updates as well as overall publishing vision. See the sidebar at right for team member definitions.

### The Process

Bimonthly, monthly or quarterly Web content planning meetings will be conducted to review your site with a publishing mindset. Using an "editorial calendar model," the team maps out content changes up to three months into the future so commitments and deadlines can be set. This ensures your Web content upgrades are intentional, efficient and cost-effective.

### The Platform

"High churn" sections of your site may require a content management engine to enable rapid updates by a distributed publishing team. PSB has developed relationships with best-in-class content management platform providers, or we can deliver custom solutions to fit your requirements.

## Distributed Web Publishing Roles

- ▶ **Web Site Reviewers** – act as an editorial steering committee that includes the producer, editor, content masters and other decision makers, such as the director of marketing.
- ▶ **Producer** – directs the overall content architecture process and production.
- ▶ **Editor** – holds overall editorial responsibility for the site. For large sites, section editors may also be required.
- ▶ **Content Masters** – are responsible for making content decisions and supplying source content for each section.
- ▶ **Web Writers** – convert source content into Web-appropriate copy.
- ▶ **Web Master/System Architect** – manages the infrastructure, systems and programming responsibilities of the site.

The exact makeup and configuration of the team depends on your unique situation.



RespecTeen<sup>SM</sup> press release managed by a Web-enabled content administration engine.



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