



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

By Mike Ellis

Facet Publishing. Paperback. Book Condition: new. BRAND NEW, Managing and Growing a Cultural Heritage Web Presence: A Strategic Guide, Mike Ellis, This book provides a complete guide for anyone looking to build or maintain a cultural heritage web presence. Peppared 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.



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Reviews

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