



WebWriter[®]

website content management

Demosphere Users Group Session

Today's Agenda

- Introductions
 - Miles Baker - VP Product Development
 - Sean Rose - VP Marketing
- Best Practices
- First Look @ WebWriter 2.0
- Your Feedback!

Best Practices - Consider Sponsorship

- Lots of inventory options available.

The screenshot displays the Atlanta Fire United website. At the top, the club's crest and name "ATLANTA FIRE UNITED" are prominent, along with logos for the National Premier Leagues and other affiliations. A navigation menu includes "TERMS", "ELITE CLUBS NATIONAL LEAGUE (GIRLS)", "NATIONAL PREMIER LEAGUES", "SUPER V", and "REGISTRATION".

The main content area features a large banner for the "2013 En Fuego Series Holiday 3v3 Tournament" with a soccer ball graphic. Below the banner, text announces the date: "Saturday, December 21st - Scott Hudgens Park (Online Registration Now Open)".

A sidebar on the left lists various club services such as "2013-14 Academy/Select Payments", "Club Info", "Field Address and Directions", "Coaching Staff", "Recreational", "Jr. Academy", "Academy", "Select", "TOPSoccer", "Adult League", "Tournament Series", "Referees", "Team Sponsors", "Camps and Clinics", "Online Uniform Ordering", "Apparel/Merchandise", and "Soccer Links".

On the right side, there is a "FIELD STATUS" alert indicating "30 FIELD CLOSURES ARE CURRENTLY REPORTED" and a section for "UPCOMING EVENTS" listing registration dates for 2013 and 2014.

At the bottom, a "MEDIA" section shows a video player with the title "The Future AFU Class Of 2011/2012 In Action!!! 011-Girls Silver".

A red circle highlights a "NIKEFOOTBALL.COM" logo and the text "AFC / AFU CHALLENGE CUP" and "AUGUST 09 - 08, 2013" at the bottom of the page.

Best Practices - Consider Sponsorship

The screenshot shows the USL Pro website with several key areas circled in red to highlight sponsorship opportunities:

- USL PRO / MLS PARTNERSHIP:** A banner at the top right featuring the USL PRO and MLS logos, with a "READ MORE HERE" link.
- USL PRO Expands to Colorado Springs:** A large article on the left side of the page, including a cityscape image and the text: "USL PRO announced today that an expansion franchise in Colorado Springs, Colorado will join the league for the 2015 season. Owned and operated by Martin Ragain and Ragain Sports, LLC, the franchise was officially unveiled at a news conference in Colorado Springs this afternoon."
- MLS Awards Expansion to Orlando City:** A purple banner at the bottom center with the text "ORLANDO CITY 2015" and the MLS logo.
- Official Supplier of United Soccer Leagues:** A banner at the bottom right for Uni-Sport, featuring a soccer ball and the text "Official Supplier of United Soccer Leagues".
- EXPANSION OPPORTUNITIES:** A green banner at the bottom left with the text "EXPANSION OPPORTUNITIES" and "CLICK HERE".

Other visible content on the website includes a navigation menu (Teams, Schedules, Standings, Stats, Players, News, USL Live, USL Results, Expansion Opportunities), a main header with "USL PRO" branding, and a sidebar with various news items such as "USL Honors Outstanding Teams, Ex-United Soccer Leagues" and "USL PRO Expands to Colorado Springs".

Best Practices - Consider Sponsorship

- Keep Options Standard
 - Sites ~970 pixels wide.
- Use A Sell Sheet

Size	Style
468 x 60	Full Banner
728 x 90	Leaderboard
336 x 280	Square
300 x 250	Square
250 x 250	Square
160 x 600	Skyscraper
120 x 600	Skyscraper
120 x 240	Small Skyscraper
240 x 400	Fat Skyscraper
234 x 60	Half Banner
180 x 150	Rectangle
125 x 125	Square Button
120 x 90	Button
120 x 60	Button
88 x 31	Button

Best Practices - Use Analytics Data

- Installed On Your Site
- Multiple Webinars
- Help f/ Sponsorships
- Help f/ Optimizing Content



Best Practices - Focus

- What do you want people to do on the site?
 - Register?
 - Donate?
 - Volunteer?

- Make it obvious!

Best Practices - Make It Visible

- Make sure the most important content is easily visible on your home page.
- Don't be shy about asking people to do something.

Best Practices - Use Events Actively

- Expand/Contract # of Days Shown As Needed
- Always Keep Full

CALENDAR OF EVENTS

Wed, Jan 29:

Annual General Meeting

Fri, Jan 31:

Last Day For Financial Assistance Registration

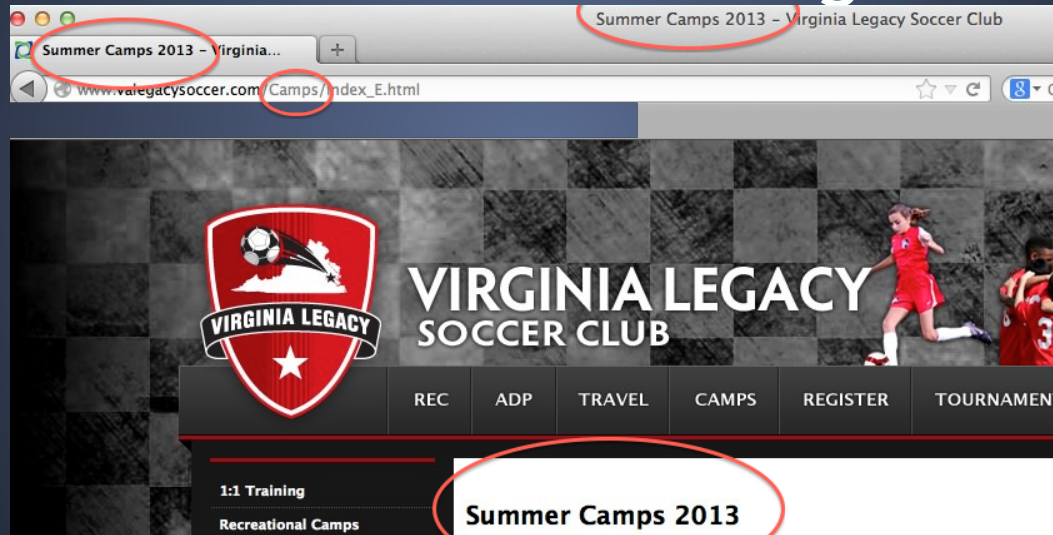
Best Practices - Check Public Mode

- Embedding A Video? Special Text? Testing Some New Formatting?
- Make Sure It Looks Good In IE & Firefox/Chrome/Safari If Possible.



Best Practices - Be Thoughtful

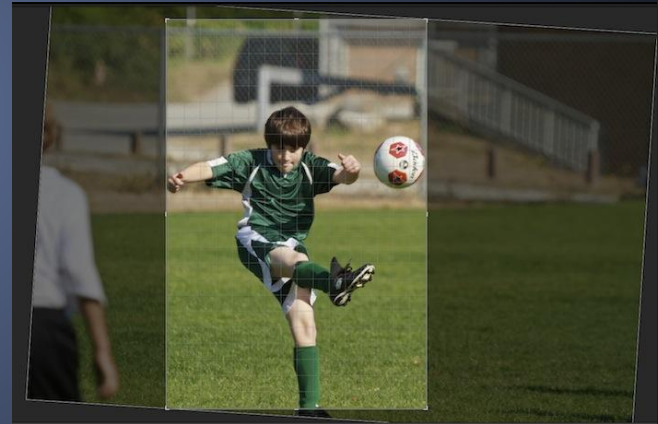
- Dept. Folder = Public URL Page Name



- Article Title = Title Tag (Page Name)

Best Practices - Edit Those Images!

- Before Uploading/Placing...
 - Crop
 - Resize - 400px?
 - Pixlr.com

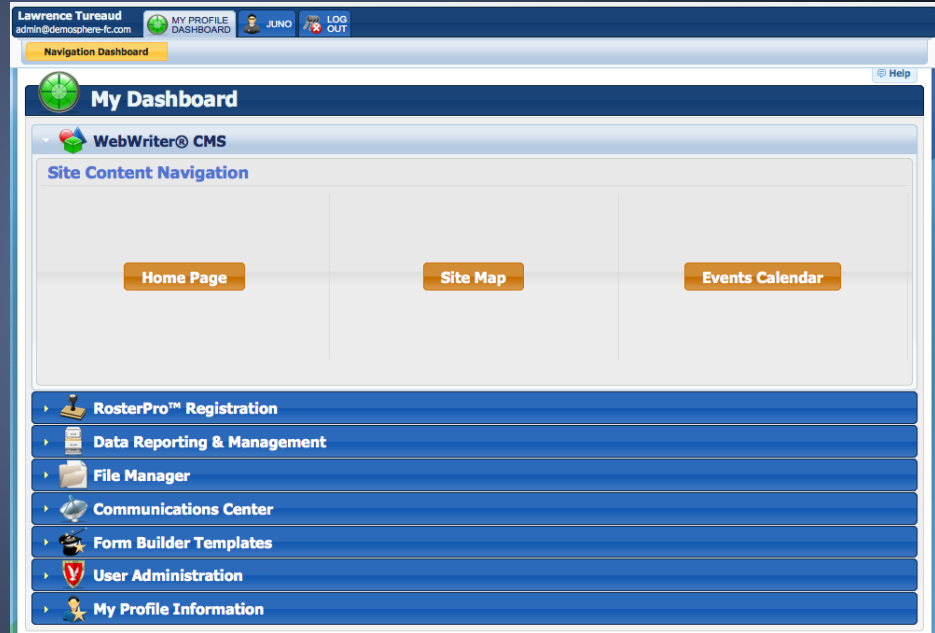


Maximize Demosphere

- **Monthly Webinar Series**
 - demosphere.com/maximize
- **Next Week - Spruce Up Your Website Graphics!**

WebWriter® 2

- New technology platform - built for speed & reliability
- Simple & intuitive User Interface

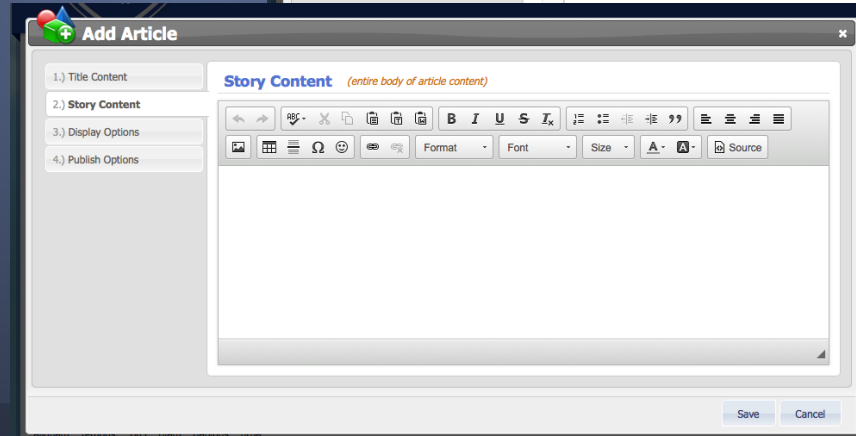
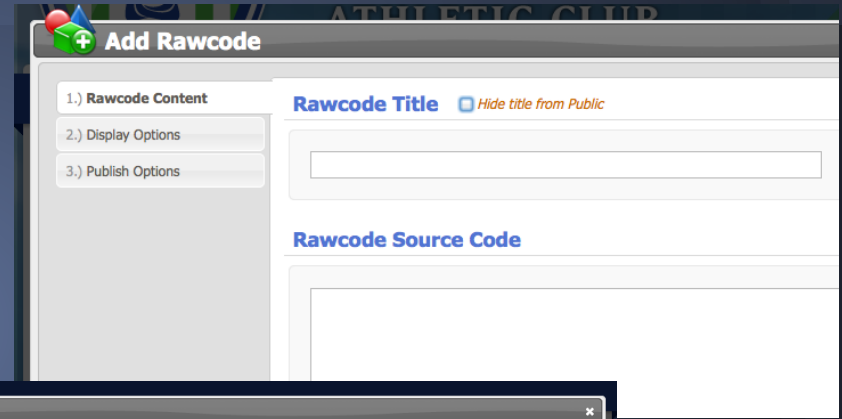


Instant Publishing

- Changes made to your website are instantly visible to the public
- No waiting for invalidating page caching or server updates

Unlimited Content

- Add unlimited article stories, events, calendars, or 3rd party content with a variety of display options
- More content types forthcoming (content rotators, navigation, forms, mobile admin, etc)



Calendars & Tags

- Share Events by matching Event and Calendar Tags

Add Event

Event Content

Event Story

Event Title

Tournament Registration Opens!

Event Dates/Times All-day Event

BEGINS: 01/10/2014 5:00 pm ENDS: 01/10/2014 11:55 pm

Event Tags

home × tournament ×

Time: 5:00 pm
Hour:
Minute:

Save Cancel

Edit Calendar

1.) Calendar Content

2.) Display Options

3.) Publish Options

Calendar Title Hide title from Public

Home Page Events

Event Tags to Include on Calendar

home × news ×

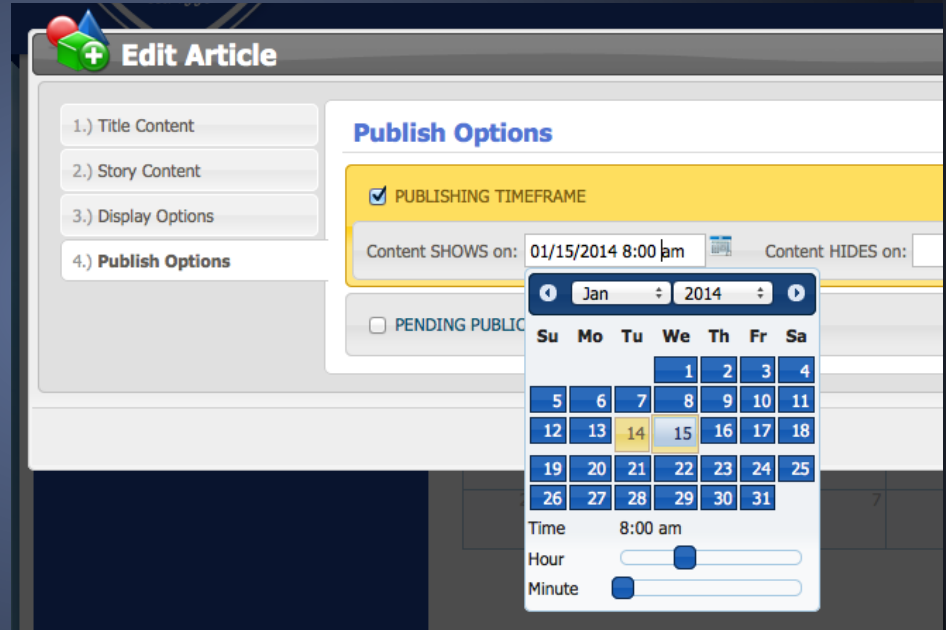
Drag & Drop Content

- Content may be easily moved between different content areas per page
- Update the sequential order of content items with a quick click



Manage Publishing Times

- All content can be scheduled to display or hide at a specific moment
- Prepare news ahead of time and schedule its public release



The screenshot shows the 'Edit Article' interface. On the left, there is a list of sections: 1.) Title Content, 2.) Story Content, 3.) Display Options, and 4.) Publish Options. The 'Publish Options' section is active, showing a 'Publishing Timeframe' checkbox which is checked. Below this, there is a field for 'Content SHOWS on:' set to '01/15/2014 8:00 am'. A calendar pop-up is visible, showing the month of January 2014. The date '15' is highlighted. Below the calendar, there are sliders for 'Hour' and 'Minute' set to '8:00 am'. There is also a 'PENDING PUBLIC' checkbox which is unchecked.

Edit Article

Publish Options

PUBLISHING TIMEFRAME

Content SHOWS on: 01/15/2014 8:00 am Content HIDES on:

PENDING PUBLIC

Calendar: Jan 2014

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

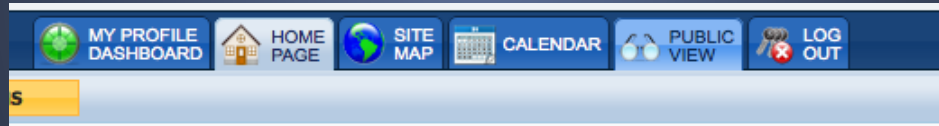
Time: 8:00 am

Hour: [Slider]

Minute: [Slider]

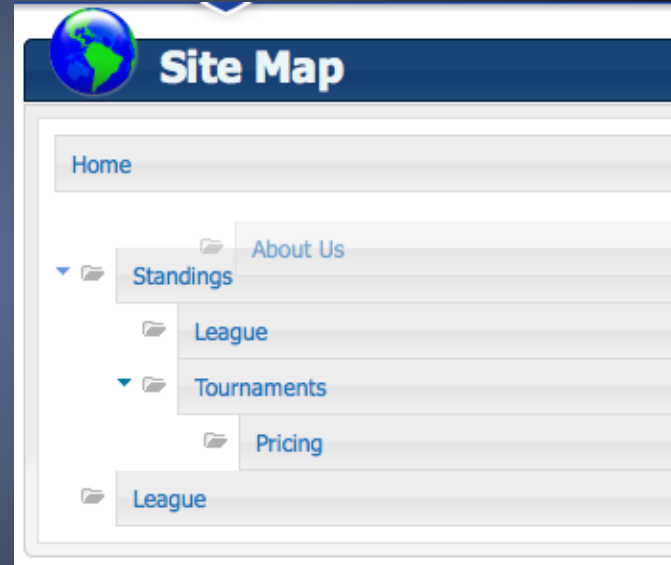
Quickly Change Admin/Public View

- Toggle between what you see and what the public sees with the click of a button



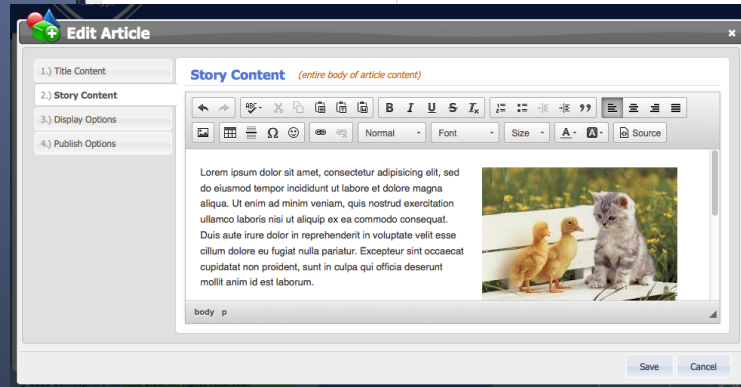
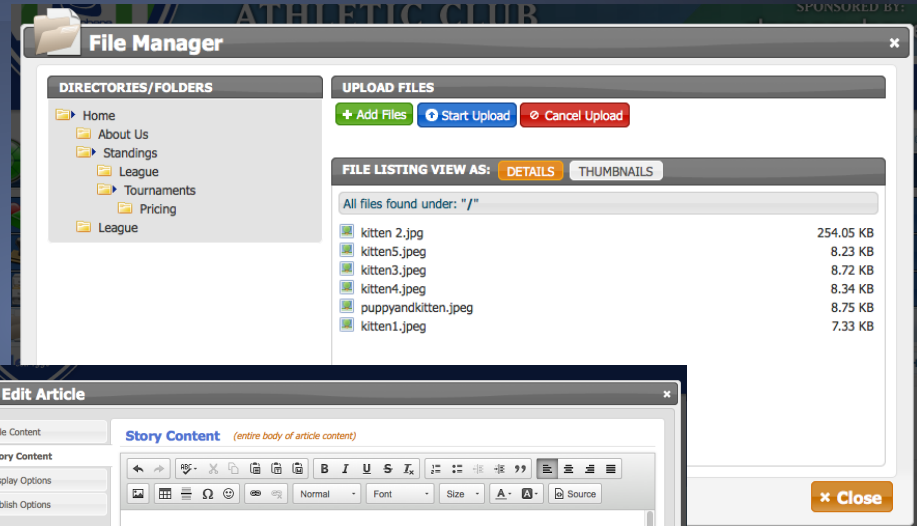
Structure Maintained in Site Map

- More flexibility with unlimited department page depth
- Move department pages, and their descendants, with a quick drag & drop



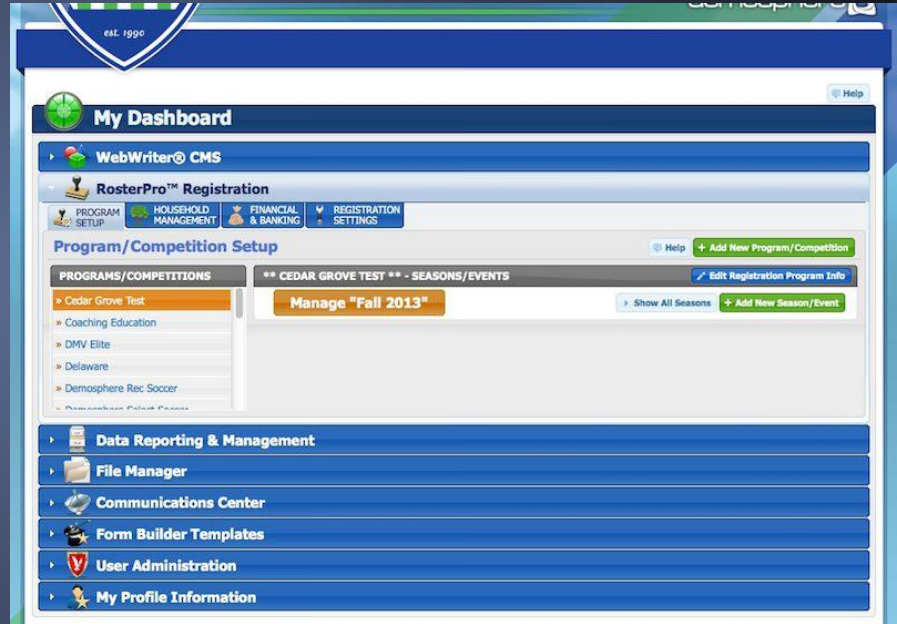
Manage Files & Documents

- Upload your files to directories matching the Site Map structure
- Easily embed uploaded files into Articles



Integration w/ RosterPro™

- A unified central Dashboard displays all products and services each Admin User has access to
- Most site functionality is within only 2 clicks from the Dashboard!



Your Feedback

- Things That Are Currently Helpful
- Things That Would Make Your Job Easier
- Wish List?