



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

Very beneficial to all category of folks. We have study and that i am sure that i will planning to go through yet again again in the future. Its been printed in an extremely straightforward way in fact it is just soon after i finished reading this pdf where actually changed me, alter the way i really believe.

-- **Emmett Mann**

Comprehensive information! Its this sort of great go through. It really is rally interesting through studying time. I am just quickly can get a satisfaction of looking at a created pdf.

-- **Alexandra Weissnat**