Web Site Creation Processes

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Web Site Creation Processes

Marketing Decisions
- Targeting
- Messages
- Text Tone

Content Creation
- Web Structure
- Text Generation

Graphics Design
- Design based on Corporate Identity
- HTML
- GIF creation

Content Management
- Editor Assignment to Contents
- Permission Matrix
- Editors Training

Infrastructure
- Hosting Setup
- Domain Setup
- Administration
- Service
Content Generation Complexity

Number of Web Pages

Complexity

Manual Maintenance

Content Management

50

Number of Web Pages
**AGENDA**

**Hard Coded HTML**
- Easy setup
- Very difficult to change design (have to touch all pages)
- Very difficult to change structure (all Hyperlinks change)
- Design + Content mixed
- Webmaster necessary

**Content Management**
- Complicated Setup
- Easy change of design (only change design templates)
- Easy change of structure (automatic change of Hyperlinks)
- Design separated from Content
- Administrator necessary