

## Winning with the Web

- Why the Web?
- Planning
- Who's going to make it?
- Where will you find them?
- Tips

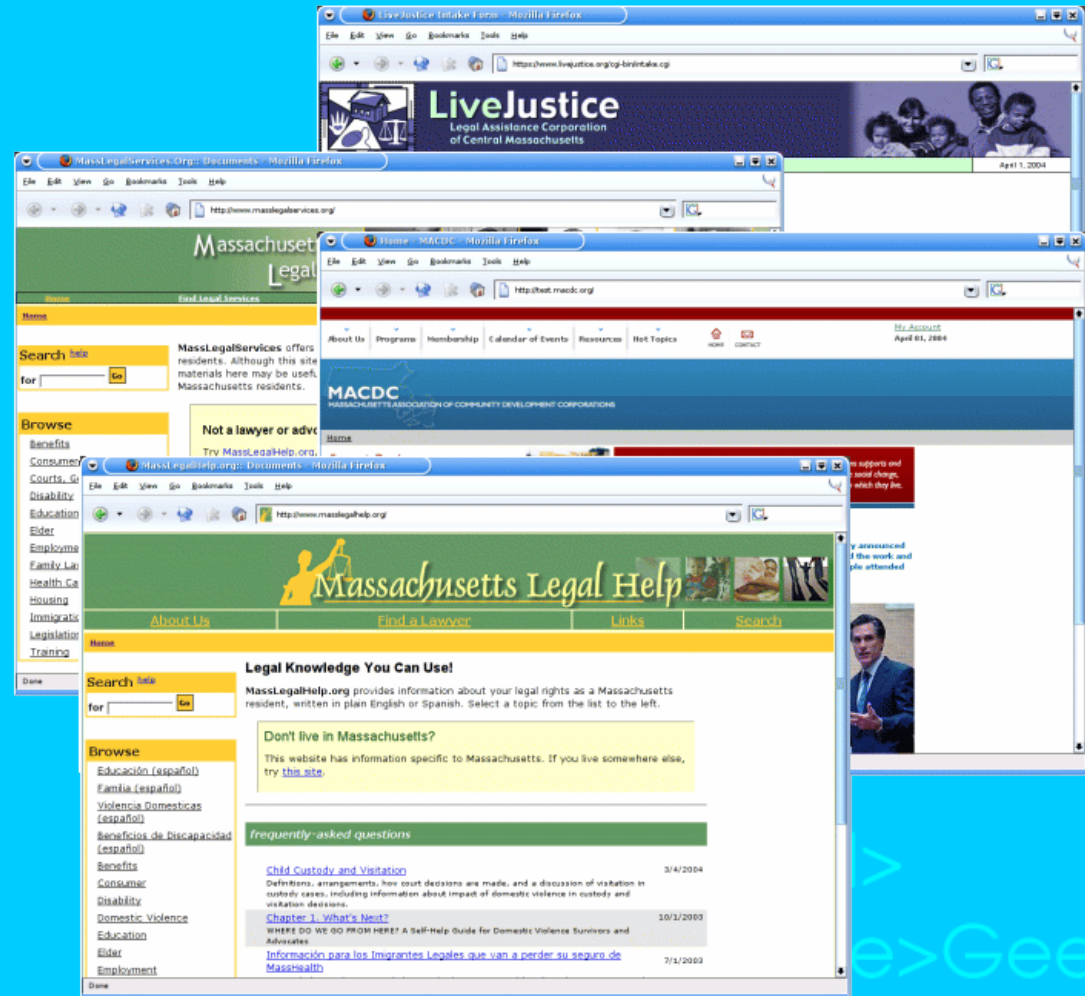


[http://www.geekuprising.com/toxics\\_action\\_2004](http://www.geekuprising.com/toxics_action_2004)

```
<html>
  <title>Geekup
  <body>
    <h2>About Us
```

# About Me

- Organizer
- DBA
- Web Developer
- CTO
- Consultant



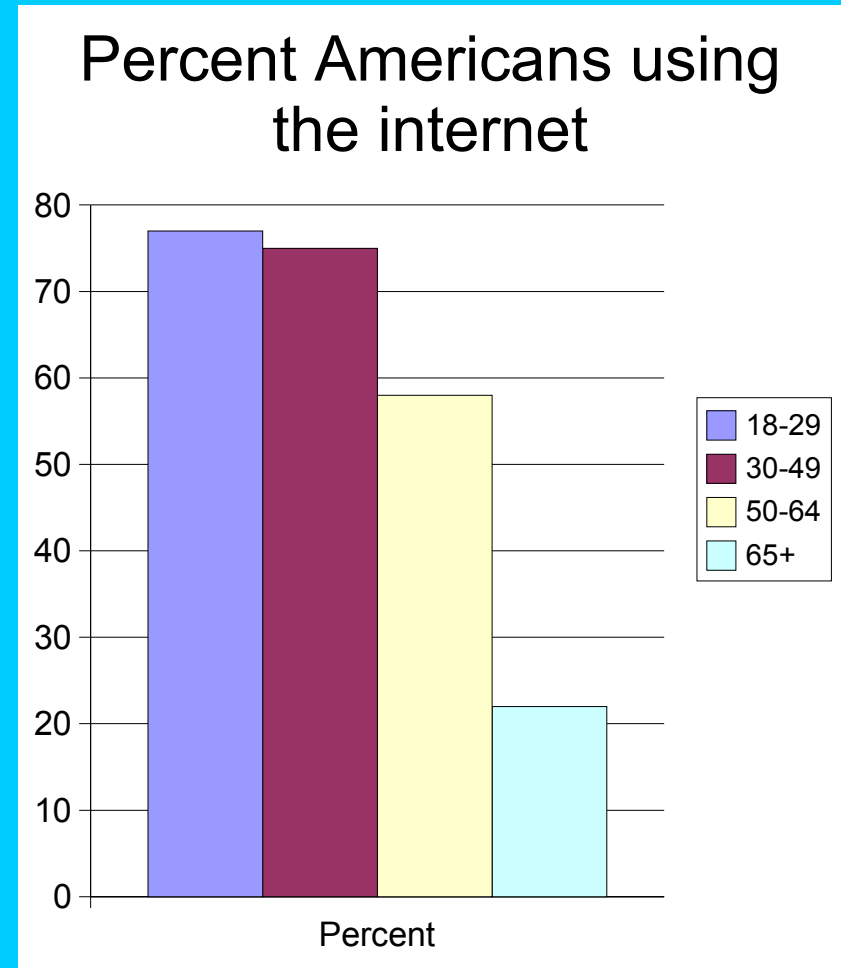
> Geekup

<body>

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# Why the Web?

- Usage is increasing across the board
- Cheap
- Effective
- Organization building



# Planning

- Web sites aren't really about technology
- What are your goals?
- Who's your audience?
- Define a plan for your site

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## Who's going to make it?

- You?
- Volunteers
- Consultants
- Hybrid

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## Where are you going to find them?

- You
- Volunteers
- Consultants

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# Web tips

- Your site is for your audience- not you.
- Be brief
- Web accessibility helps create a better site for everyone
- Building a website is an iterative, inclusive process
- Building a website takes time

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