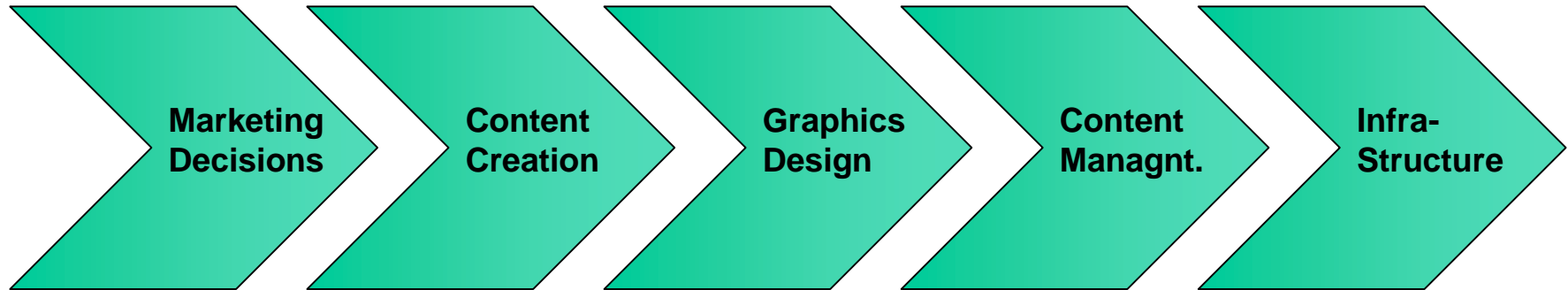




Web Site Creation Processes

Barcelona, September 8th 2000

Web Site Creation Processes



- Targeting
- Messages
- Text Tone

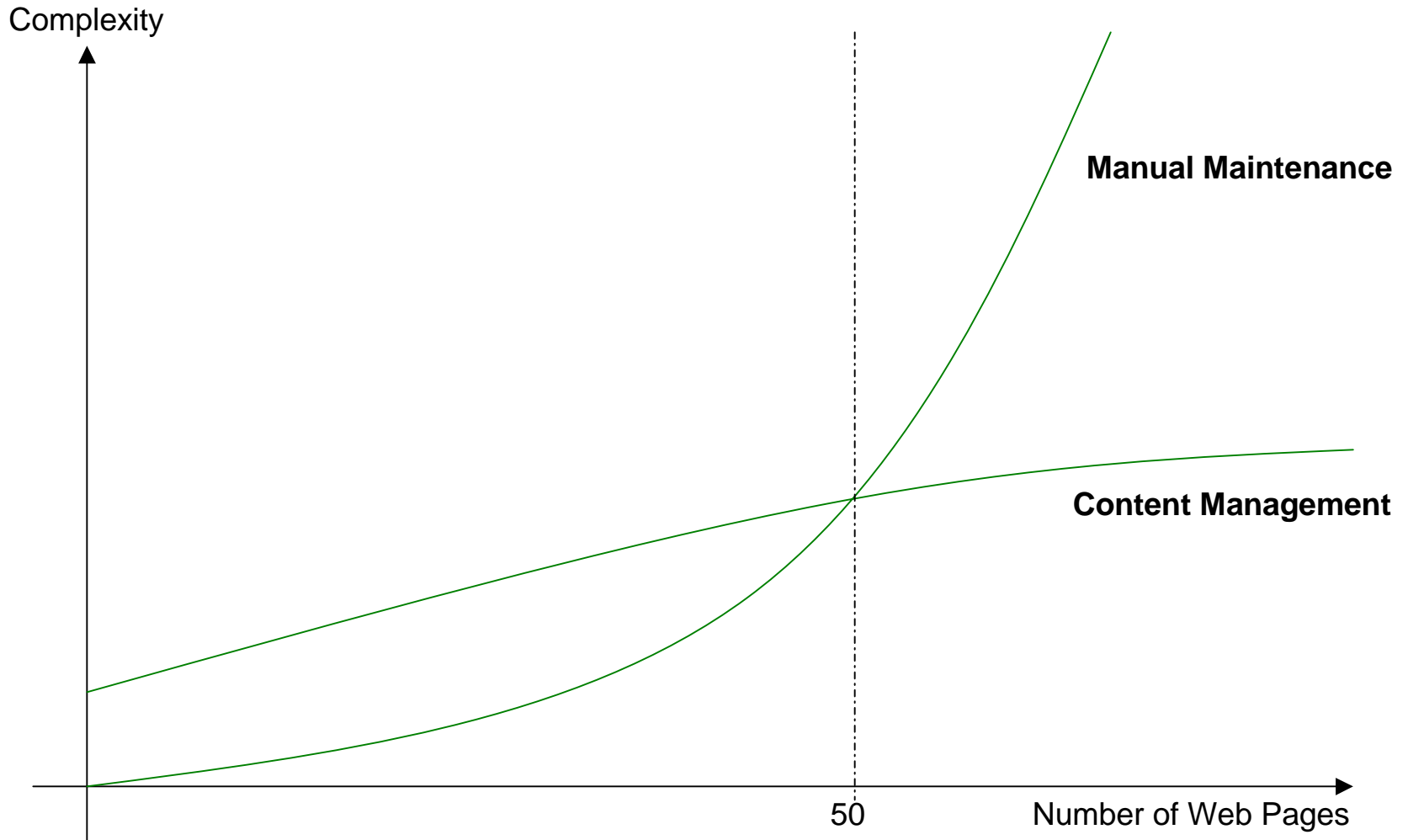
- Web Structure
- Text Generation

- Design based on Corporate Identity
- HTML
- GIF creation

- Editor Assignment to Contents
- Permission Matrix
- Editors Training

- Hosting Setup
- Domain Setup
- Administration
- Service

Content Generation Complexity



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