New GNSO Website Design

Monday, 25 June 2012 Rob Hoggarth/Berry Cobb



Agenda

- Project Overview
- Website Review/Demo
- Questions & Suggestions



NewGNSO Project Introduction



GNSO Improvements / Community Communications Team



Website Design and Development:

- Sep-Oct 2009, ICANN Policy Staff and the CCT sub-team developed a framework/layout for a new GNSO website.
- Two Requests for Proposals were published (Feb & Apr 2010) culminating in a contract award and delivery of a re-themed site in Sep 2010.
- Extensive content development and additional architecture work
- Site became operational effective 24 May 2012:
 - Major improvements include: complete site reorganization; taxonomy and extensive document tagging; conversion to database; new browse (library) and search capability; modern theming/navigation; and a focus on new user education (podcasts, webinars).



NewGNSO Site Attributes



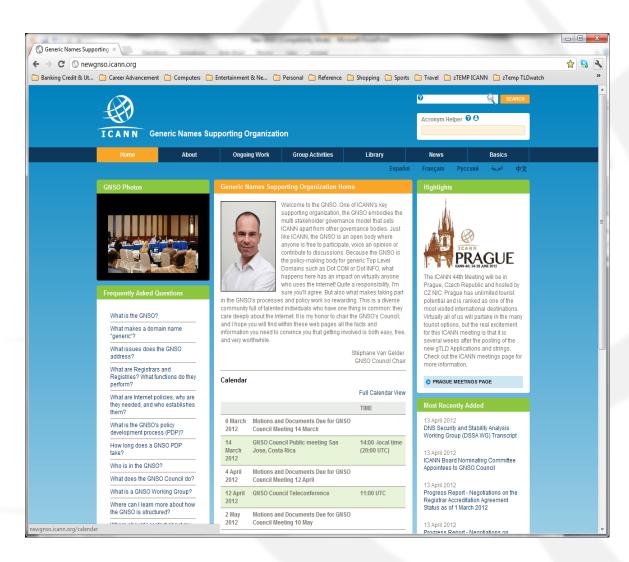


- Dynamic collection of GNSO information and activities
- Content currency is a core objective will require ongoing management
- 120+ active pages of content
- Some soon-to-be-completed pages, "Coming Soon"
- Hints of old site content within the new theme (more complex elements passed to phase 2)

Sections of the New Site

- HOME
- ABOUT
- ONGOING WORK
- GROUP ACTIVITIES
- LIBRARY
- NEWS
- BASICS





Phase Two

Why?

- Large quantity of content required fresh development
- Complexity of workflow behind content posted to site

Projects under consideration:

- Continue documenting past efforts (e.g., STI, VI, RSEP, IRTP-A/B, etc.)
- Archive Strategy
- Analyze traffic data
- Project Name Codes & Initiation workflow

- Taxonomy Review for document import
- Pending Projects List & archive
- Drafts & Mailing List Page Upgrades
- RSS Feeds for key GNSO events
- Improved educational content



Thank You

We hope you enjoy the new design!

