

# Web Content Design and Evaluation

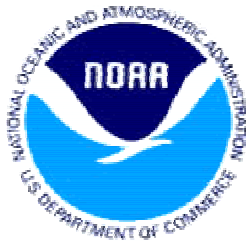
A training workshop for coastal resources professionals  
designed and taught by the  
NOAA Coastal Services Center.

Not just for web-masters!  
Anyone contributing (or interested in potentially contributing)  
to the content of a website will benefit from this course.

Where: Room 105 (Main Conference Room)  
Great Lakes Environmental Research Laboratory  
2205 Commonwealth Blvd., Ann Arbor, MI

When: February 22, 2005—8:30am to 4:30pm  
(Lunch break 12-1pm)

Register: By January 10, 2005  
With Rochelle Sturtevant <rochelle.sturtevant@noaa.gov>  
There is no registration or course fee.  
Lunches will be available for a nominal fee  
(please indicate interest in lunch when registering)



To register: Contact Rochelle Sturtevant, Great Lakes Sea Grant Network at GLERL  
<rochelle.sturtevant@noaa.gov> or 734-741-2287

# NEW COURSE!!

## Web Content Design and Evaluation

Every coastal management organization has a Web site, or is at least contemplating developing one. But creating a site is much more than just turning your brochures and white papers into Web pages.

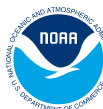
How do I decide what to put on-line? Who is my audience? How do I know if my Web site is an effective tool for our organization? What can I realistically expect our Web site to do?

This one-day course can help you answer these questions. The course focuses on how to plan, organize, and evaluate your Web site to ensure you are meeting your communication objectives. After completing the course, participants will be able to

- List and understand key points regarding how users read Web content and use the Internet
- Understand what level and detail of information can be effectively conveyed via a Web site
- Understand the basics of linking strategies, search engine positioning, and on-line marketing
- List and differentiate the goals, objectives, and audience of their Web site (as opposed to those of the organization)
- Identify Web site effectiveness criteria for accessibility and usability purposes based on their own organizational criteria
- Analyze and use in-house information requests as drivers for Web site content additions
- Measure Web effectiveness by analyzing requests for information, permit applications, changes in printing expenditures, etc.
- Define how media coverage of key topics involving your organization may provide indicators of Web site effectiveness
- Learn ways to survey customers through on-line quizzes, polls, and feedback results

This course is offered by the National Ocean and Atmospheric Administration (NOAA) Coastal Services Center by request. Local hosts are responsible for workshop logistics and assuring participation of a minimum of 20 (maximum of 40) coastal professionals. The Center will provide instructors and materials. For more information or to request training, contact Sean Dennis at (843) 740-1177 or [Sean.Dennis@noaa.gov](mailto:Sean.Dennis@noaa.gov).

[www.csc.noaa.gov](http://www.csc.noaa.gov)



**NOAA Coastal Services Center**  
LINKING PEOPLE, INFORMATION, AND TECHNOLOGY