

Web Site Seminar 2007...

Sites, Camera, Action!



Seminar Agenda

CSS (Cascading Style Sheets)

Video: Capture Your Company

– Break –

Push Technology

Wikis for Business

Wikis for Business

What, why, and when

Presenter: Corey Ganser – MindTouch, Inc.



What is a Wiki?

Easy to Edit Website

Created by Ward Cunningham

Wiki is Hawaiian for quick

Similar to blogs except blogs are a monologue, wikis are dialogues

Everyone can edit the same content

A wiki (Hawaiian for quick) is at its most basic a Web site that allows any user to create, add, remove or edit content and pages. The ease in which users can create and change content makes a wiki an effective technology for capturing and sharing information collaboratively. The first wiki was created by Ward Cunningham and launched on the Internet in 1995. Cunningham named this site WikiWikiWeb (<http://c2.com/cgi/wiki>) and it has been in use ever since as a resource for software engineering. The most famous wiki is, of course, Wikipedia.com (<http://www.wikipedia.com/>), which has become the world's largest encyclopedia and one of the most visited sites on the Internet.

Components to a Wiki

WYSIWYG Editor (visual - wikipedia editor vs. MT editor)

You don't realize it but you use one every day in MS word and your email
Wiki markup Wikipedia (http://en.wikipedia.org/wiki/Saint_Paul%2C_Minnesota)
Adoption

Page Versioning

Similar to page version in Word - you can see the changes that were made by previous users

Hierarchy

Similar to a file system - C => My Docs => My Pics
Wiki hierarchies are flexible

Attaching

Attachments are versioned like pages
Always have the most up to date attachment

RSS

Wiki pages have RSS so you can be notified of a change
Note any examples from the previous speech

Different Deliveries of Wikis

Open Source

A software that takes a lot of technical knowledge to implement

Software

Geared more towards the somewhat technically savvy

Hosted

For personal and business users - easy to setup

Why would I care as a business?

Intranet

Many companies have intranets including Best Buy, 3M, etc.

Now you can have your own

Benefits of intranets:

- One location for all docs

- Policies, procedures, and forms

- Collaborative space

Knowledge Base

Create a knowledge base that your employees and customers can use and add contributions

Community

UGC - User generated content

Building community around brand or idea

Demographic/marketing research benefits

Enhancing your site and increasing stickiness

Professional organizations - collaboration space for your organization

Seminar Wiki Site

<http://websiteseminar.wik.is/>