

# Managing and Growing a Cultural Heritage Web Presence: A Strategic Guide

Mike Ellis

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## Managing and Growing a Cultural Heritage Web Presence: A **Strategic Guide**

Mike Ellis

#### Managing and Growing a Cultural Heritage Web Presence: A Strategic Guide Mike Ellis

This timely book guides the reader through the best approaches to developing or maintaining a cultural heritage Web presence. It includes tips and best practices, along with thorough examples and data from large and small cultural heritage institutions. Key sections include: Evaluating your current Web site Content Outside your site: RSS, syndication, API's Building a Web strategy Web policies Traffic and metrics Budgeting Web 2.0 The Web site project A companion Web site provides template downloads, links, white papers, and other up-to-date information.



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