Developing an IPM Web Site

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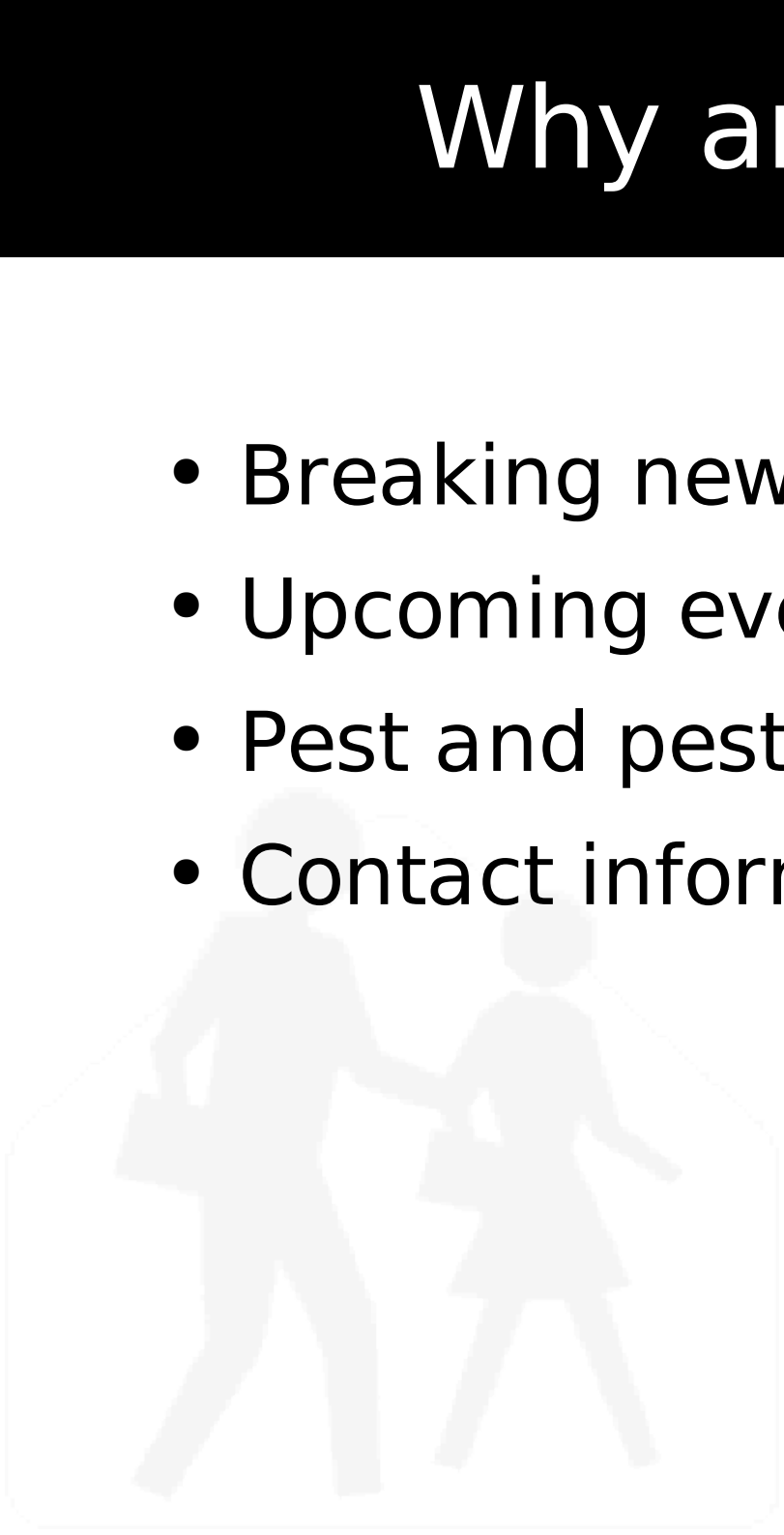
Why a Web Site?

- Reduce printing and publishing costs
- Worldwide access
- Customer convenience

Why an IPM web site?

- Breaking news
- Upcoming events
- Pest and pesticide knowledge repository
- Contact information



Goals of an IPM Web Site

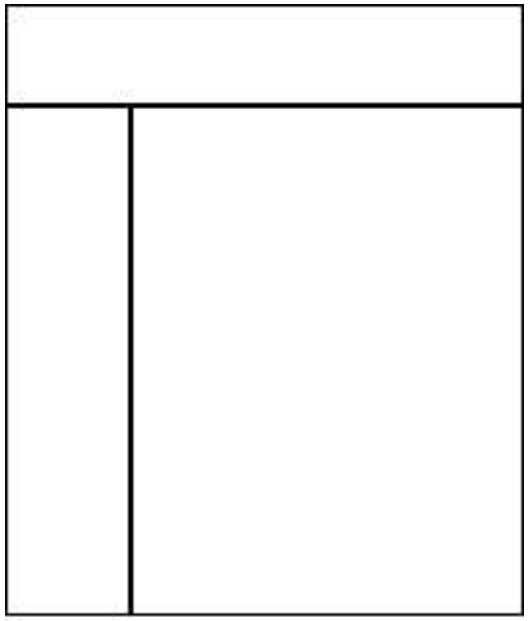
- Easy to use
- Accessible
- Easy to maintain
- Cost-effective

Ease of Use

- Consistent look and feel
- Clear visual hierarchy
- Conventions are your friend

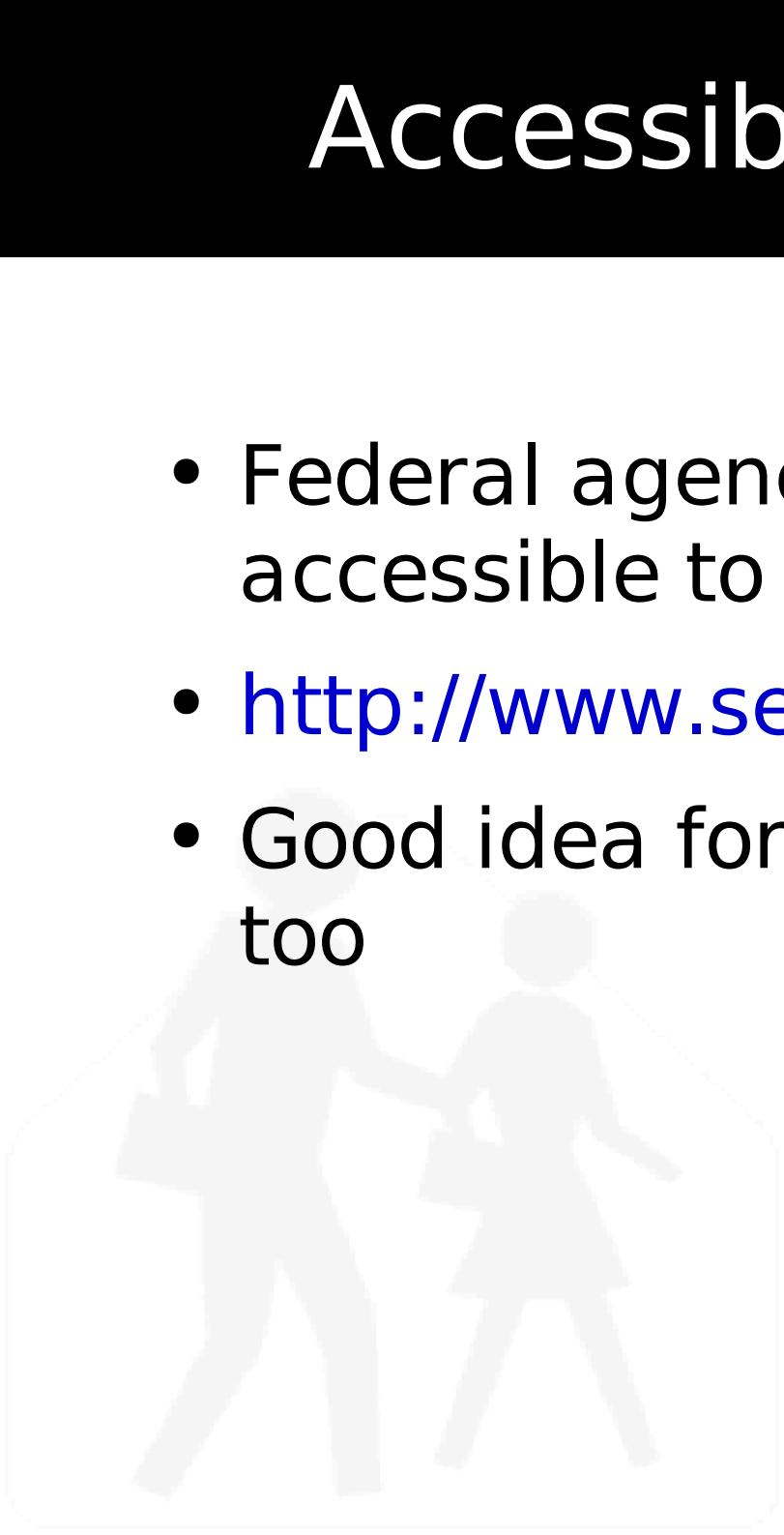
VIEW CART

Google Search



Accessibility: Section 508

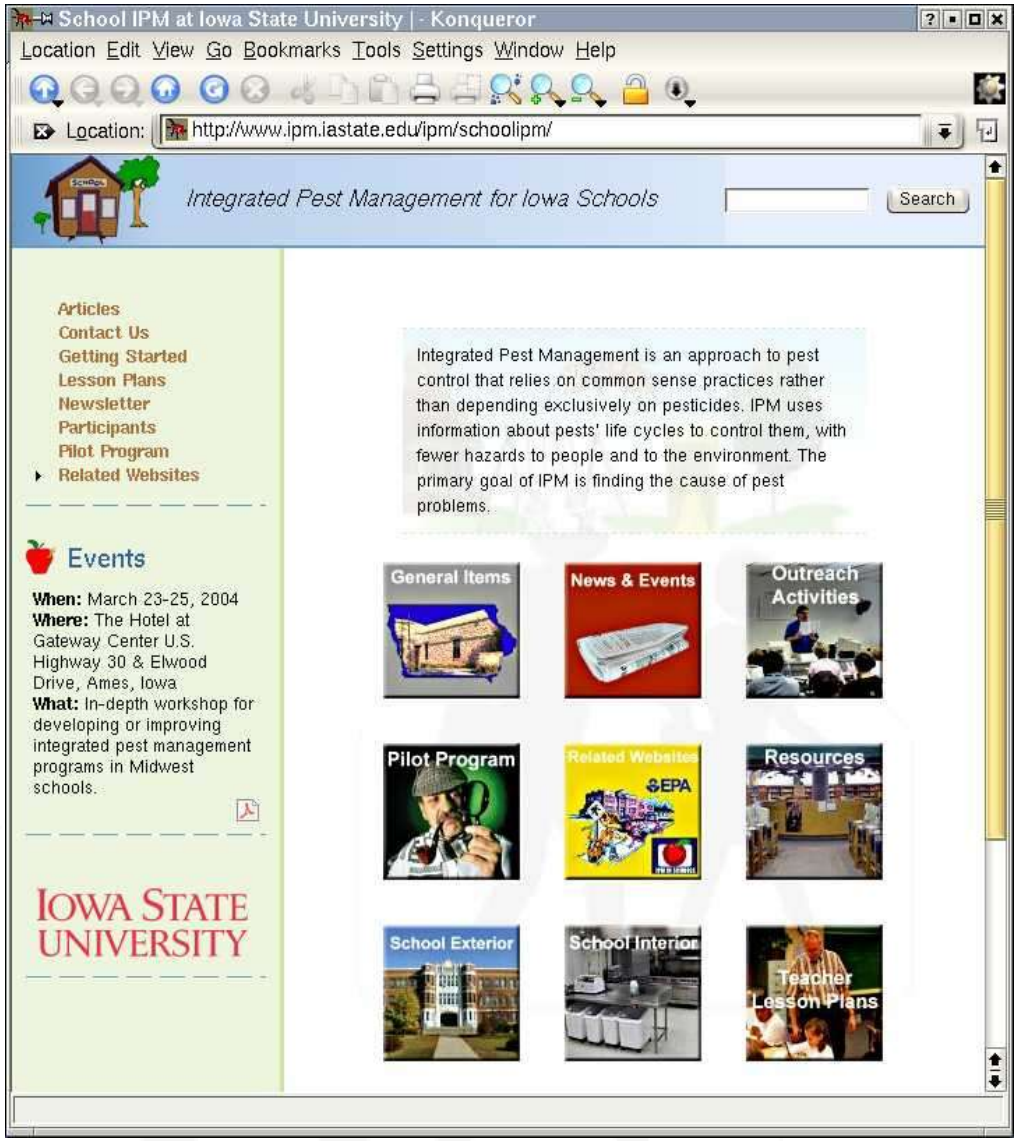
- Federal agencies' web sites must be accessible to persons with disabilities
- http://www.section508.gov/
- Good idea for state and local agencies too

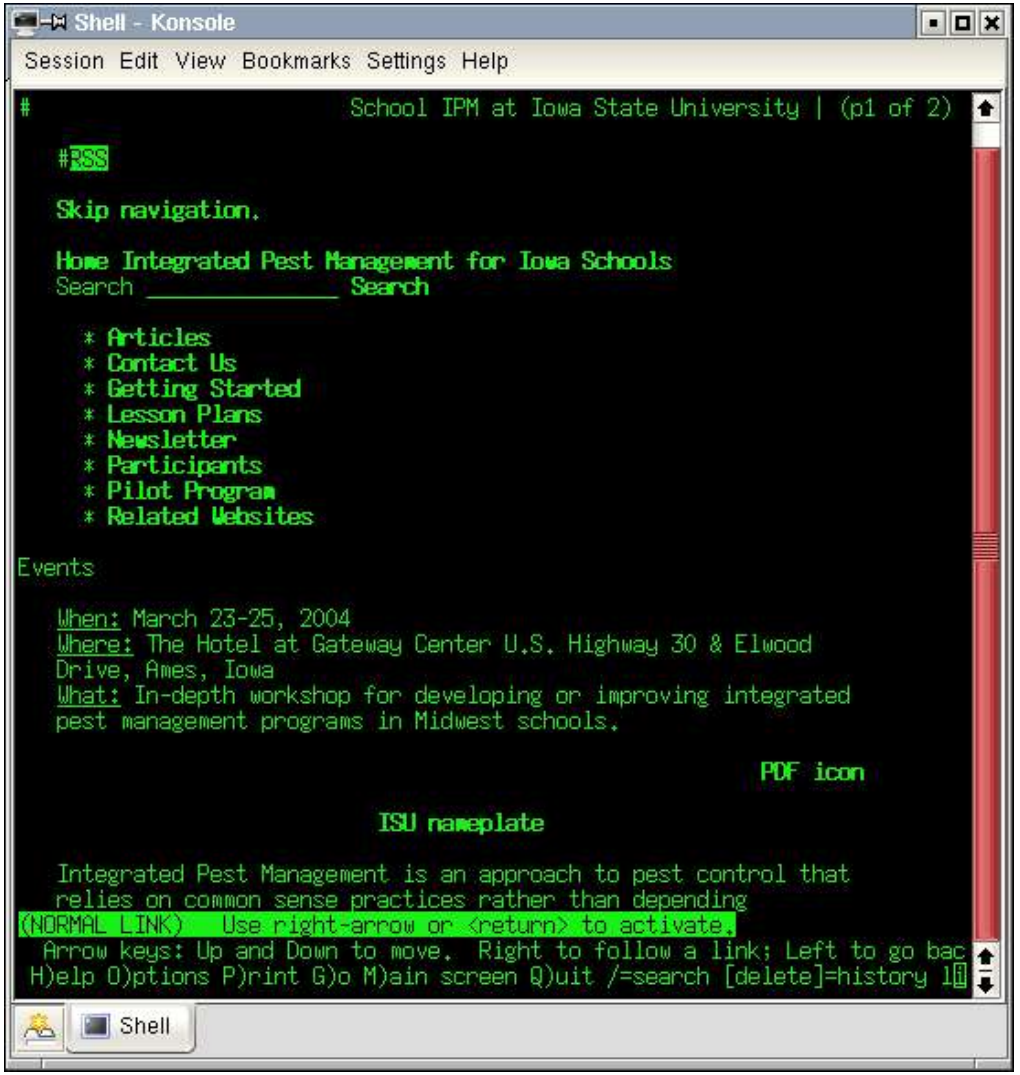


Accessibility: Section 508

- http://cast.org/bobby
- http://www.cynthiasays.com/

Accessibility:Backwards Compatible





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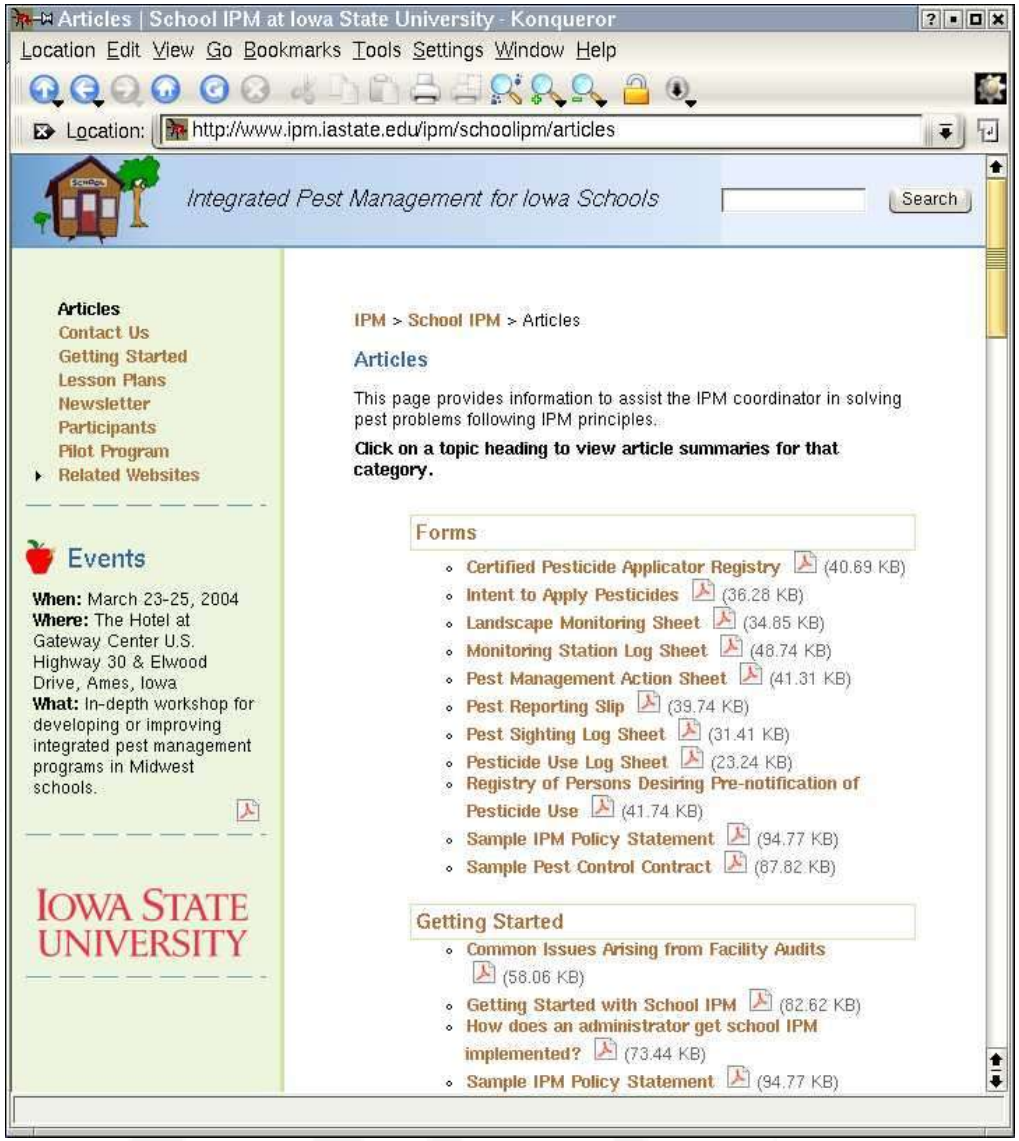
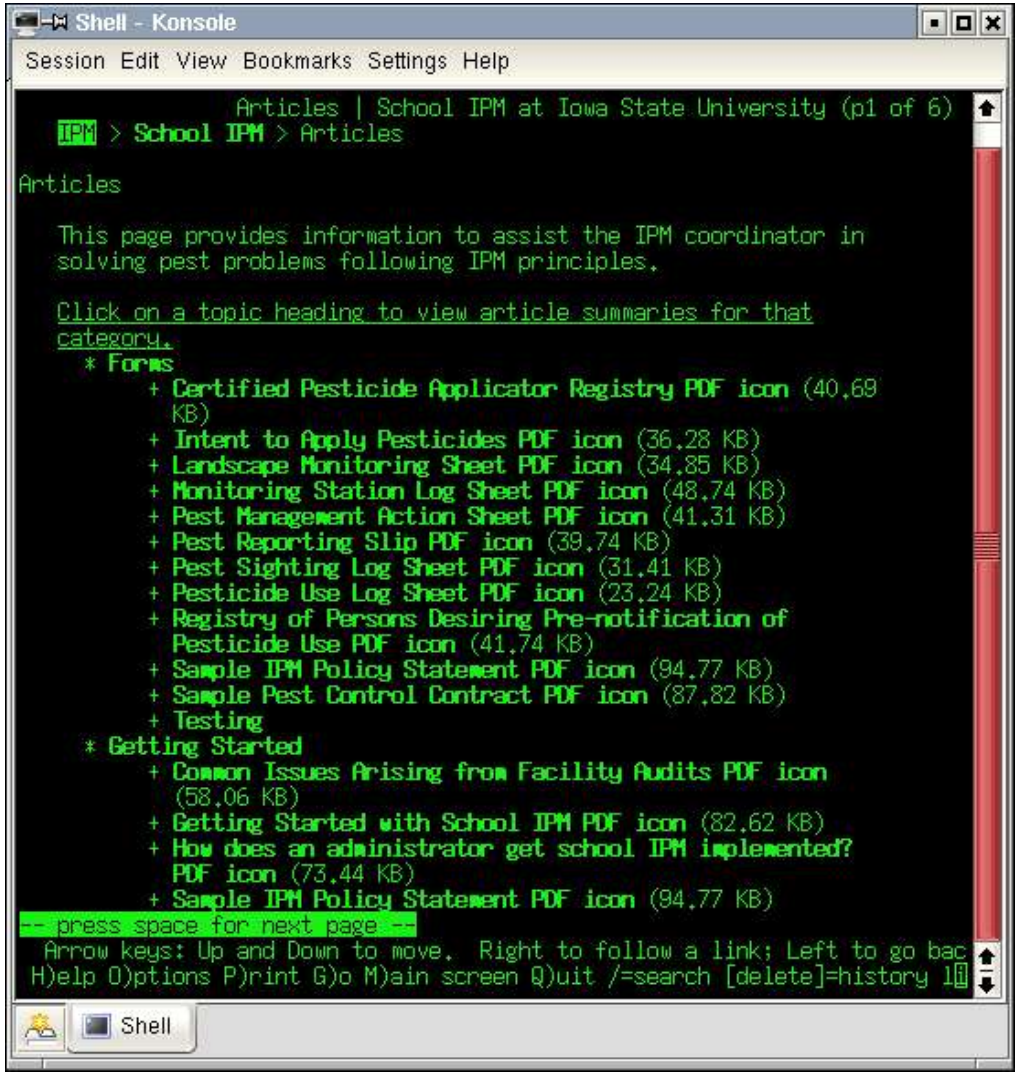




Easy to Maintain

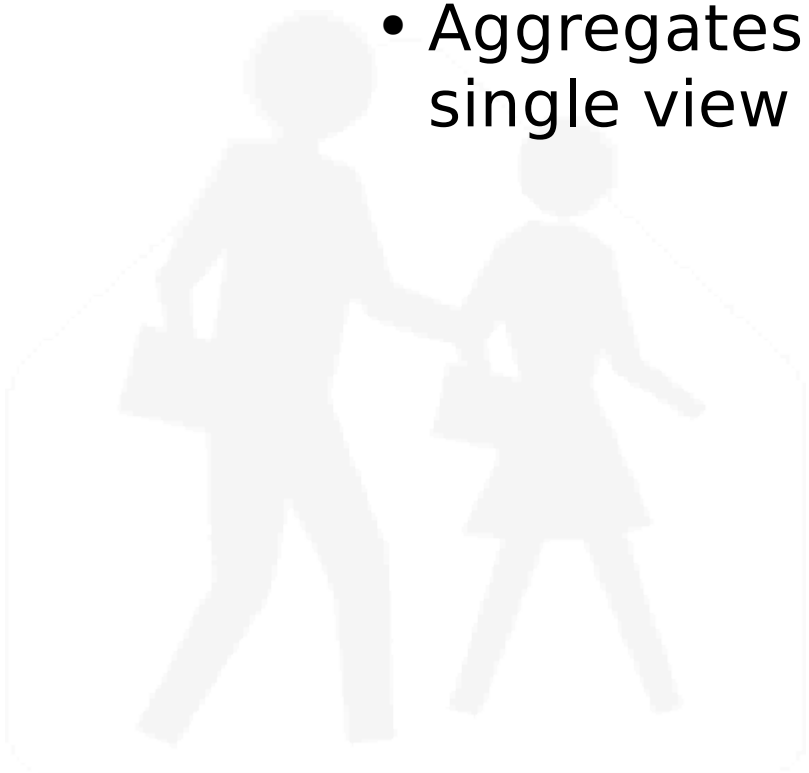
- Site management
  - How does your site accommodate change?
    - Staff photos
    - New design
- Content management
  - Instant update
  - Workflow
  - Revision control
  - Metadata management

Metadata is the Key

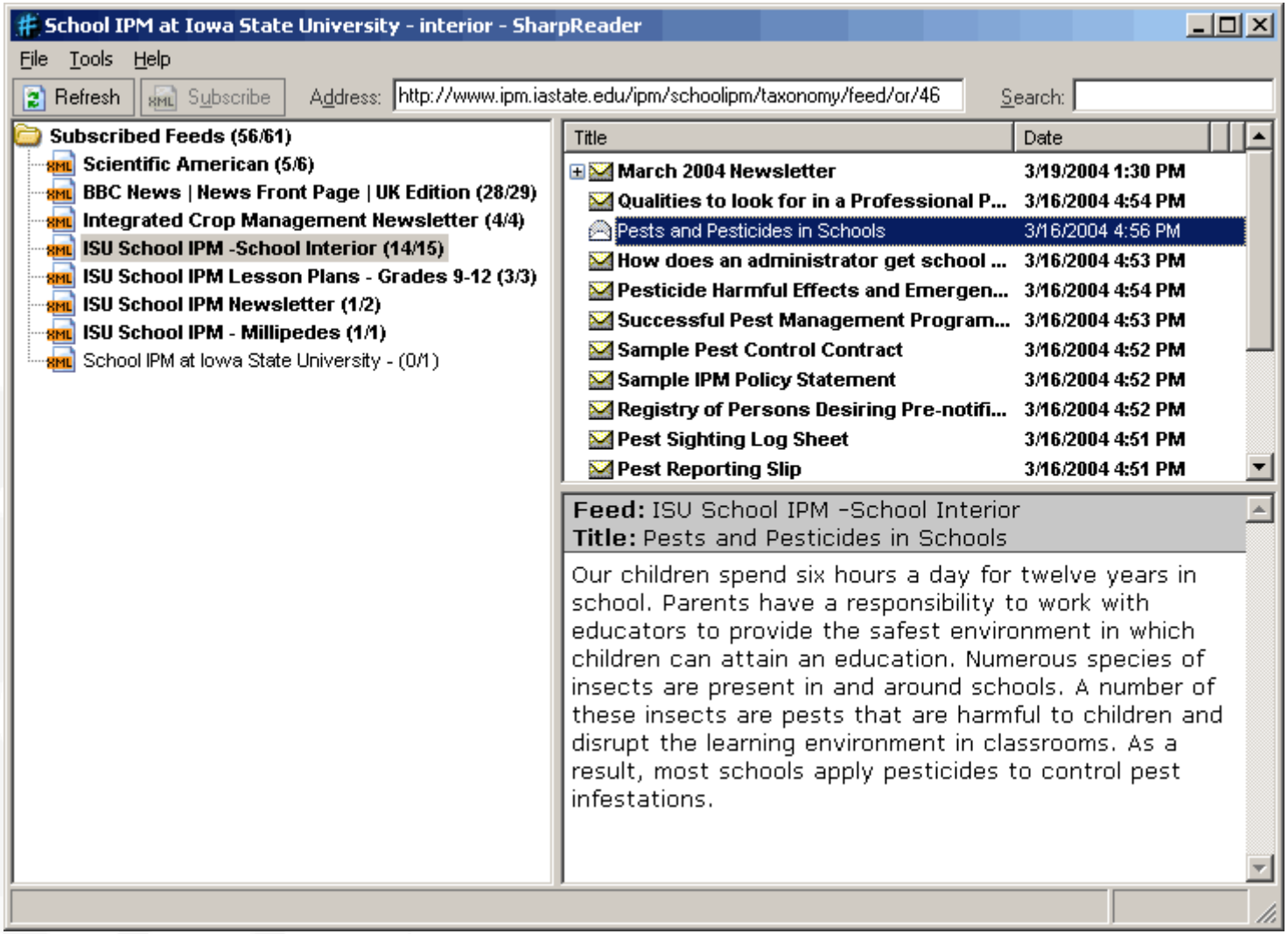
- Information about a resource
  - Article
    - Author(s)
    - Title
    - Publication date
    - Categories
    - Summary
- Metadata in use at Iowa School IPM site

Advanced Uses of Metadata

- Content syndication
  - 'RSS feed'
    - Off-site summary of newly added content
    - Aggregates the web sites you visit into a single view



RSS Software



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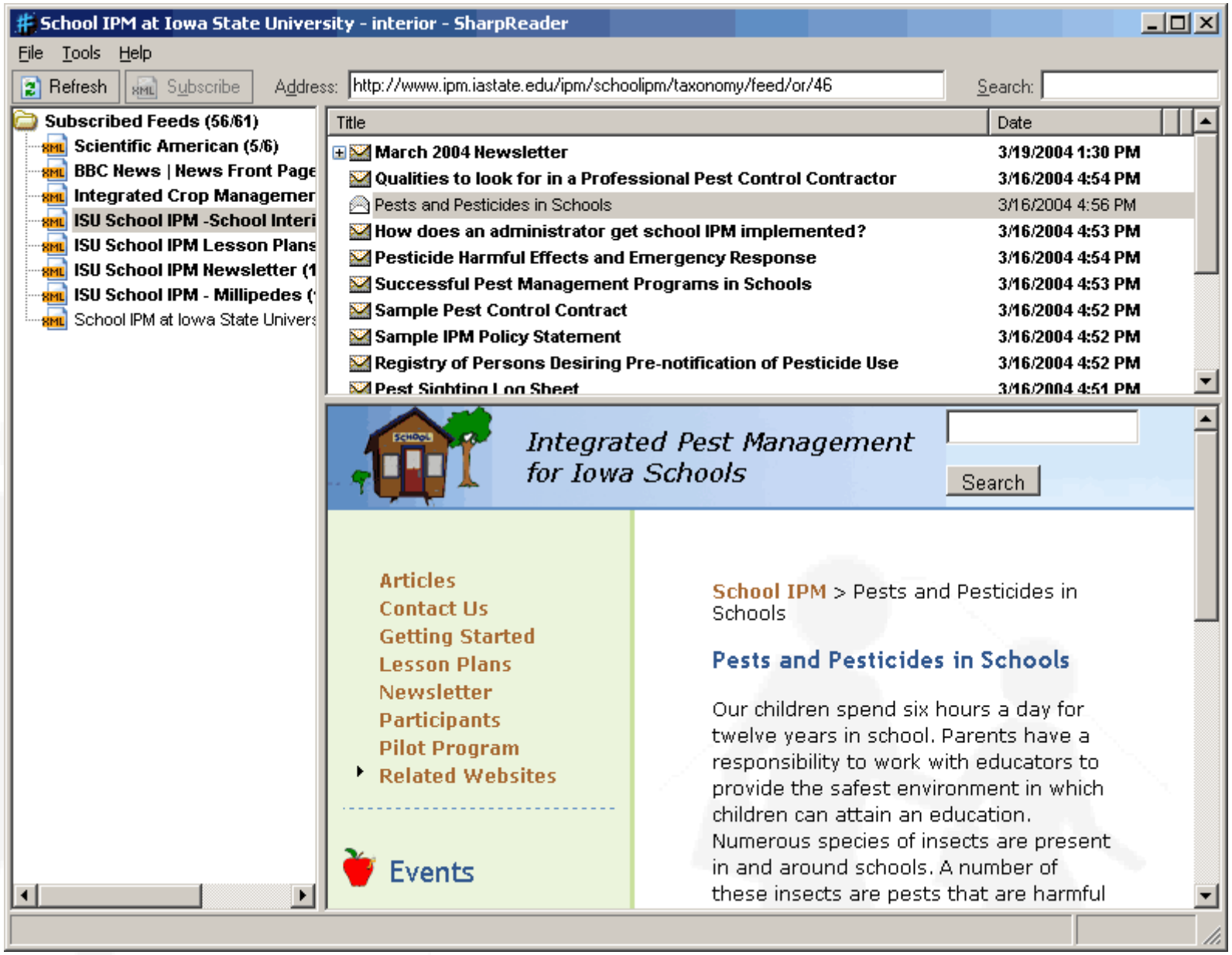
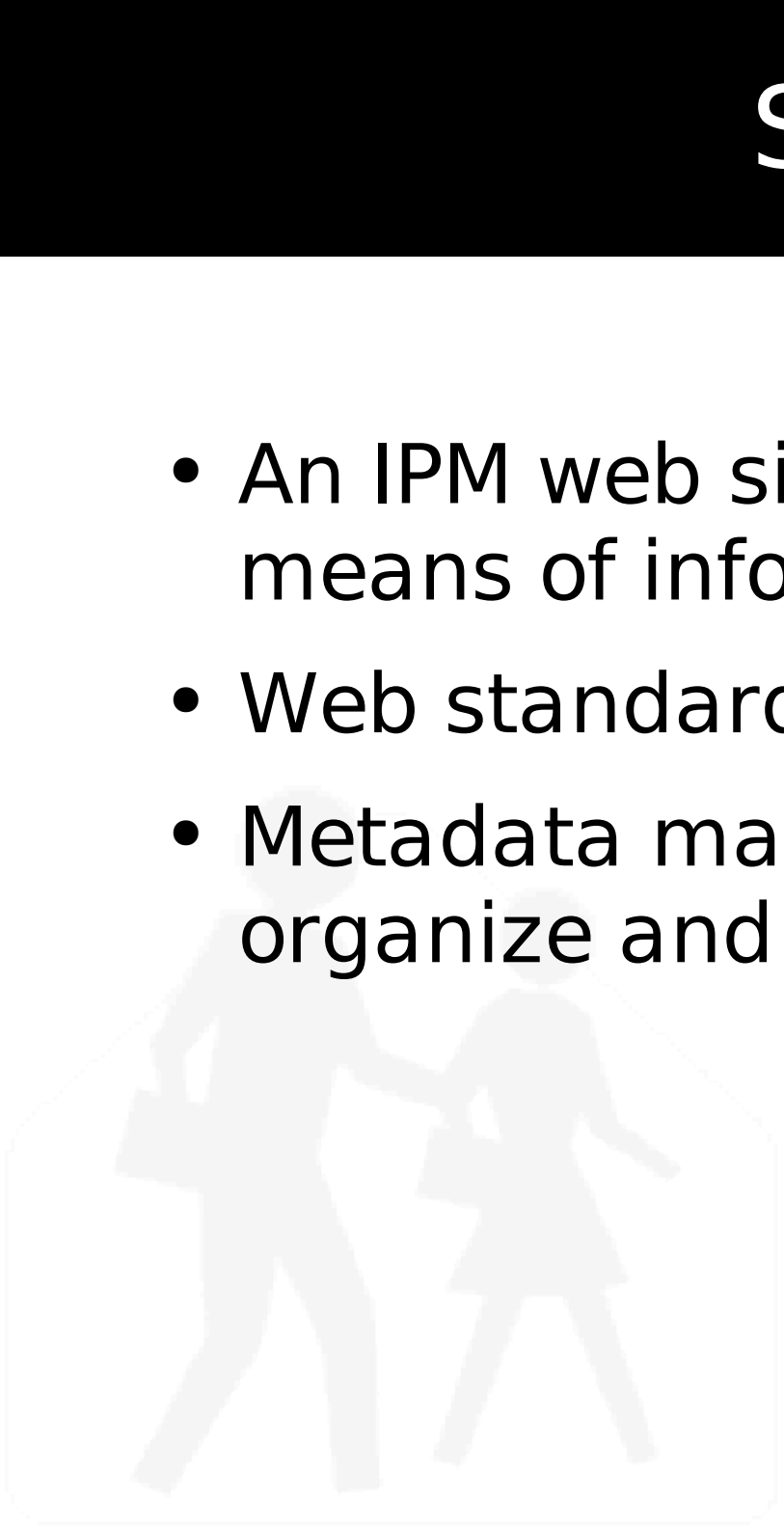


Content Syndication

- Can we show other site's RSS feeds on our site?

Yes!

Summary

- An IPM web site is a cost-effective means of information delivery.
- Web standards save time and money.
- Metadata makes the site easy to organize and navigate.