Web Presence: The Bad, the Ugly, the Good

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Introduction

What we have, and why it's a problem.

Condition

- Static HTML
  - Controlled by timed SCM trigger
  - Who will climb into the lion's den?
- Dynamic HTML
  - Complicated code for common actions
- Knowledge gaps
- Hard to keep organized and up to date

Cohesion

- Too much all over the place
  - Conversation all over the internet
  - No single point of entry for users
  - Where does any community go? Where do you go?

- What happens when new stuff comes along?

- Who knows how to edit the site? Post news? Find online GO conversations?

Cohesion

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Cohesion

What else?

What would be better?

A lot of work to get things together.

- Content users
  - One stop shopping for correct answers
  - Easy to browse
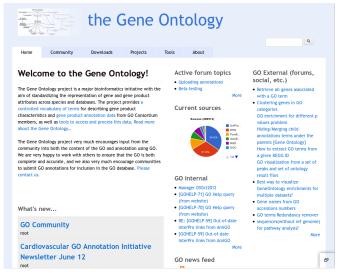 - No tumbleweeds

- Content creators
  - Easy central interface
  - Easy to interact with users
  - Dont' have to worry about what's under the hood

- Multiple inputs
  - Trackers, wiki, Jira, etc.

- Multiple outputs
  - RSS/Atom, Facebook, Twitter, etc.

A proposal

A proposal: switch to Drupal

- Aggregates
  - External (non-GO) sources; internal sources
  - Control what you see in your feed (interest groups)
- Forums
  - Start our own community
  - Drive traffic towards us
- Content push
  - Facebook, Twitter
  - Whatever comes next
- Control
  - Permissions (different kinds of users)
  - Easy content creation
  - Easy day-to-day maintenance
    - Trivial to update, make changes to menus, etc.

Demo Site

Demo site at: `http://fork.lbl.gov/`