

Case Study 1 of 20 Website Content Management Industry: Publishing

>> THE BUSINESS

Launched in December 2002, Anglesea Online is an online directory that has a strong journalistic focus on local issues. It combines this coverage of local council and community news with a classifieds and business directory which also attracts display advertising. The business has blossomed recently with the inclusion of a photograph section which has also contributed significant revenue.

The business is run by one full time owner/director with three casual contributors. The business is located in Anglesea on Victoria's western surf coast.



>> WHAT WAS INITIATED?

The website was originally developed from the vision of Nicholas Soames who believed that Anglesea needed a local news source after the demise of its local newspaper. He felt that this initiative could provide a valuable portal of information for the community and for visitors to Anglesea.

What is a Portal?

A term given to websites that acts as gateways to the web. They are web destinations that Internet users visit to find links to other websites or the answers to their online needs, primarily because they provide structure and convenience through comprehensive content.

"Anglesea-Online has simple systems to manage over 2,000 pages of content, enabling news and local business listings on the site to be managed effectively."

Nicholas Soames, Proprietor

After a slow start, the website grew dramatically and now has over 2,000 pages of content and a strong readership from in and outside the community of Anglesea.

Nicholas soon realised that he could no longer manage the rapid growth of the website without some technology improvement. As a result, he developed a content management system using a Microsoft Access database to streamline the management of the more dynamic sections of the site such as the business directories, gig guides, events listings and classifieds.

What is a Content Management System (CMS)?

A CMS is a software package that creates and maintains content on a website by providing a set of tools for creating, editing and publishing the webpages and directories that makes up a website.

The content management system gave Nicholas more time to write content and pursue advertising revenue from the community.

>> HOW THE TECHNOLOGY WORKS

The content management system takes items such as classifieds listings and publishes them to a standard format within web page templates. The following steps are carried out to amend sections of the website listings and to add, move or delete listings:

1. Nicholas accesses the content management system databases, keying the elements into the prescribed template fields.
2. The CMS then identifies each element by which field it is entered into and places it into the required format depending on the section of the site
3. The CMS then publishes this content to the site in the appropriate section which can then be reviewed and either saved or amended.
4. Once the content is correct and approved, it is published on the live site.

>> RESULTS

The result of Nicholas' passion, community demand and technological improvements has meant that Anglesea Online is no longer a hobby but a revenue generating business.

There has been over \$10,000 in online photograph sales as well as an additional \$19,000 sales in online advertising and local business web page development which continues to grow.

The contribution to revenue measured against outgoings reveals an overall return on investment of \$19,800.

>> COSTS

With virtually the only website cost being Nicholas' time, the major costs in the establishment of Anglesea Online are computer hardware and development software amounting to a total of \$12,000, amortised at \$6,000 over two years. Overall, the upfront expenses came to \$6,900 during 2003 with operational expenses amounting to \$2,300.

>> CHALLENGES AND PROCESS CHANGE

The major challenge faced by Anglesea Online was a cultural one in the local community. Initially, there was a lack of acceptance and understanding within the community about the objectives of the website.

However, through passion, persistence and commitment to the idea, Anglesea Online has carved its place into the fabric of the community of Anglesea.

>> FUTURE PLANS

Anglesea Online aims to improve principally in the area of the content management to further streamline site management and process efficiencies. This will allow the site's producer to:

1. Continue to build community relationships and participation
2. Increase revenue through advertising, web development and photo sales

>> REFERENCE WEBSITES

www.anglesea-online.com.au
www.microsoft.com/office/access

>> REFERENCE eNOTES

eNote 5: Website Development
 eNote 7: Writing for the Web
 eNote 11: Web Portals

>> E-COMMERCE PROFIT & LOSS ANALYSIS

	2003
Additional Revenue from eCommerce	\$
Sales via the Internet	10,000
Online Advertising/Development Sales	19,000
Gross Benefit from eCommerce	29,000
Less: Up Front Fixed Expenses	
Computer hardware	2,500
Development software	3,500
Anti-virus and Security Software	200
Website content management system	700
Total eCommerce Up Front Fixed Expenses	6,900
Less: E-Commerce Operational Expenses	
Internet Service Provider	200
Hosting of Website	600
Dedicated telephone lines	1,500
Total eCommerce Operational Expenses	2,300
Total eCommerce Costs	9,200
Total eCommerce Benefit	19,800

Anglesea Online
 1 Elizabeth Street
 Anglesea, VIC 3230
 Telephone: (03) 5263 2212

For further information go to: www.mmv.vic.gov.au/casestudies

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