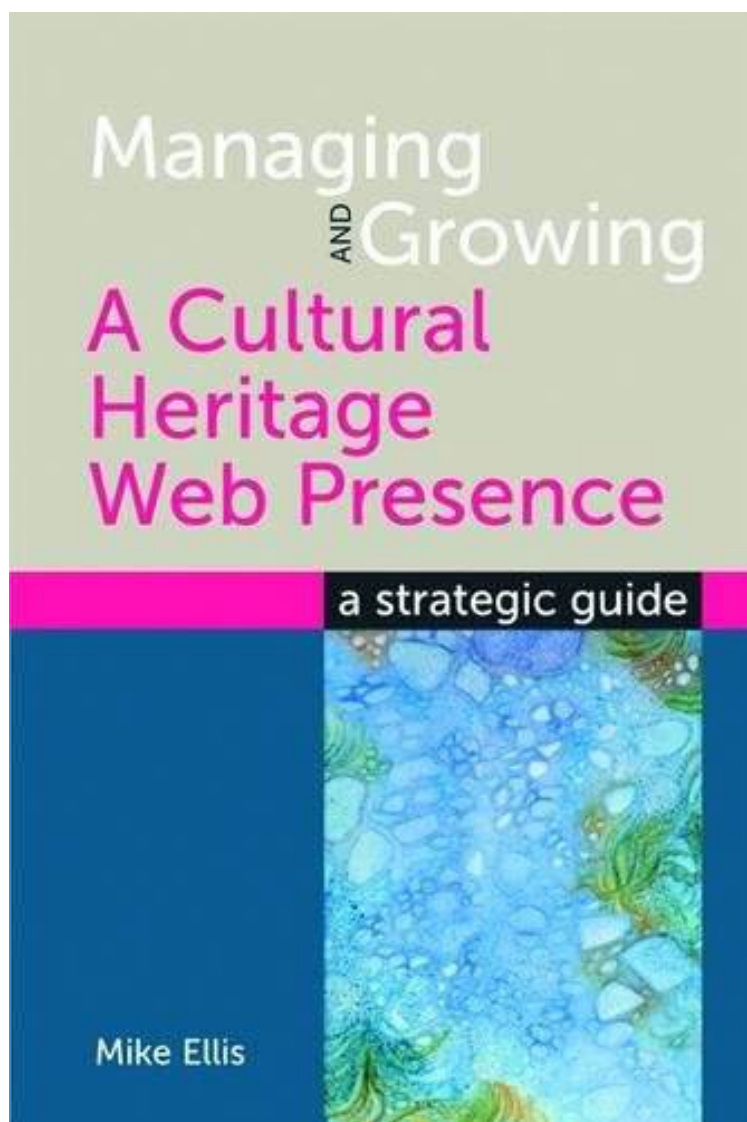


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This timely book guides the reader through the best approaches to developing or maintaining a cultural heritage Web presence It includes tips and best practices along with thorough examples and data from large and small cultural heritage institutions 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 sit informative interesting and well written The author is especially good at explaining clearly and effectively concepts that people without technical training might otherwise find difficult to understand Numerous real world examples are given and relevant

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