

How to Implement a Service Entity Website

W310

Who am I?

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- Software Developer / Network Administrator - 16 Years Experience
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Purpose

- To give a high level overview of the process of creating, implementing and maintaining an A.A. “service entity” website
- Not too technical
- Review some of the major and minor “gotchas” that can come up during this process
- Provide forum for discussing experiences and concerns with this process

Outline

- Preparation
 - Guidelines
 - Content Delivery
 - Who will build / maintain it?
 - Time-line
- Implementation
 - Domain Name Registration
 - Hosting
 - Publishing / Deployment
 - Source Code Management
 - Document Storage
- Maintenance
 - Rotation Issues
 - Revision Process

Preparation

- Guidelines
 - Examples
 - Statement of Purpose / Mission Statement
 - What is allowed / what is not allowed
 - Methods to will ensure adherence to the 12 Traditions / 12 Concepts
- Content Delivery
 - Content Management System
 - WordPress
 - Drupal
 - Custom Development
 - Others (e.g., squarespace.com)

Preparation (cont....)

- Who will build / maintain it?
 - A.A. Volunteers
 - Lack of skillset
 - Lack of motivation
 - Rotation
 - Hired Developers
 - Communication issues
 - Understanding our 12 Traditions
 - Cost
 - Ownership
 - Both?
- Time-line
 - Implementation Schedule (Rotation!)

Implementation

- Domain Name Registration
 - Cost – Less than \$15 per year (with private, less than \$30 per year)
 - Contacts - Importance of email maintenance (use of forwarders)
 - New Rules – Deactivated with no response
 - Access – Maintenance of account credentials
 - Tradition 6 – No affiliation
 - Ownership

Implementation (cont....)

- Hosting
 - Vendors
 - Self-hosting (general web hosting)
 - SquareSpace.com
 - WordPress.com
 - Considerations
 - Cost - basic web hosting, less than \$75 / year for low-bandwidth sites
 - Access
 - Ownership
 - Security
 - PHP Version
 - Access – Maintenance of account credentials
- Email
 - Forwarders vs. Accounts
 - Rotation – new email addresses?
 - SPAM
 - Alternatives
 - Google Apps For Business
 - Office 365

Implementation (cont....)

- Publishing / Deployment
 - Large Site Issues
- Source Code Management (even if it's not custom code)
- Document Storage
 - File Naming Conventions
 - Capacity Concerns
 - Alternate Vendor
 - DropBox
 - SugarSync
 - Box.com
- Security

Maintenance

- Content Update / Management
 - Ownership – Who is responsible?
 - Archiving
 - Tradition 11 – Anonymity at the public level
- Revision Process
 - Who decides what changes should be made?
 - Tracking
 - Source Control
 - Versioning
 - Beta Sites
- Rotation Issues
 - Training
 - Information Transfer

Discussion / Contact Info

- Q&A / Discussion
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