Draft - Drag 'n Drop Web Design Panel

Main objectives:
1. Share some experience with creating and maintaining internet presence
2. Answer audience questions (allow maximum time for questions)
3. Start discussions around this
4. Support people finding answers to ongoing questions

Outline:
1. Setup, introduction - Lew
   1.1. Definition of "Drag and Drop"
      1.1.1. Requires minimal technology skills to set up, maintain
      1.1.2. Does not require "custom" development, API interfaces or code
         1.1.2.1. No meeting directory (for now)
         1.1.2.2. Small or no e-commerce
      1.1.3. Minimal or simple "custom" design
   1.2. Not considering "free" services (e.g. Google suite, Weebly, etc.) in this session
      1.2.1. "Free" will cost you something
         1.2.1.1. "Paying" with your data could be problematic in AA?
      1.2.2. May be here and free today, something else later
         1.2.2.1. Free tier often used as a marketing strategy
         1.2.2.2. Support is varied and unreliable
      1.2.3. Better alignment with our 7th tradition
      1.2.4. Not the time or place to discuss or debate application of all AA Traditions and principles to our online activities
         1.2.4.1. If you can't afford *anything*, what is the value?
         1.2.4.2. Ongoing discussions on various forums...
   1.3. Constantly changing environment
      1.3.1. A lot of what w might suggest or demonstrate today could be out of date by the time we get home
      1.3.2. Ripe for ongoing conversations
2. Overview of audience and purpose - @jbuckrose
   2.1. What is *audience* of website?
      2.1.1. Group members?
      2.1.2. Drunks seeking a solution?
      2.1.3. Public vs. private
      2.1.4. Desktop only/primarily or mobile
   2.2. What is *purpose* of website?
      2.2.1. Group information?
      2.2.2. Intergroup/District/Area communications?
      2.2.3. Public information?
   2.3. Each audience has a different requirement for design, development and support
      2.3.1. Guidelines
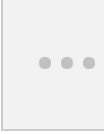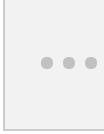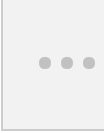
Name	10k	100k	Million	Entire Web
Weebly	– 13	↓ 229	↑ 8,043	↑ 878,236
Wix	– 8	↑ 144	↓ 6,958	↑ 1,687,615
Serif WebPlus	↑ 4	– 52	↑ 1,214	↑ 172,496
RapidWeaver	↑ 4	↓ 60	↑ 1,053	↑ 108,378
Artisteer	– 4	↓ 94	↑ 2,017	↑ 279,897
Website x5	↑ 3	– 22	↑ 325	↑ 167,945
Homestead	↑ 2	↓ 68	– 2,915	↑ 187,316
Jimdo	↑ 2	↑ 8	– 574	↑ 248,446
Apple iWeb	↑ 2	– 26	↑ 239	↑ 15,734
Web.com	↑ 2	↓ 33	↓ 1,564	↑ 128,167

Product				
Strikingly	▲ 2	— 6	▼ 48	▲ 7,049
eteamz	▲ 2	▲ 2	▲ 2	— 4
LocalEdge	▲ 2	▲ 10	▲ 122	▲ 11,040
CM4All Website Creator	▲ 1	▲ 6	— 315	▲ 79,969
1and1 Website Builder	▲ 1	▲ 6	▲ 749	▲ 325,372
Virtual Mechanics	••• 1	— 9	▼ 196	••• 11,090
Webydo	▲ 1	▲ 1	▼ 23	▲ 5,158
GoDaddy Website Builder	— 1	— 86	▼ 5,792	▲ 831,167
EverWeb	▲ 1	— 6	— 114	▲ 11,184
EIBS Easysite	••• 0	▼ 2	▼ 25	▲ 211