



## About Steven Smith

Steven is the Director of two Internet advisory companies: United Focus Pty Ltd and Website Criteria Pty Ltd. He entered Internet consulting in 1995 following a career teaching History, English and IT in Adelaide, South Australia.

Steven's background as a teacher in the humanities and his postgraduate studies in user behaviour gives him a unique perspective and skill set for advising organisations on how best to reach and influence users online. He brings to projects a thorough understanding of the way people interact with technology, his deep knowledge of the Internet and enabling technologies and his strong communication and interpersonal skills. He has accumulated invaluable experience and knowledge during his 20 years of consulting about the Internet.

He holds bachelor degrees in Arts and Education from the University of Adelaide and a Post Graduate Diploma in the Instructional Uses of Computers, University of South Australia.

## About his companies

Steven started his Internet consulting business, United Focus, in 1995 ([www.unitedfocus.com.au](http://www.unitedfocus.com.au)). He helps his clients manage, plan and improve their websites. Often he will start with evaluating a client's website and then works with them to write the tender brief for the new website. Like an architect, he helps his clients understand what is possible, what will suit their needs and what they can afford. He also presents e-business workshops and provides advice to governments about Internet policy.

Recently he created a new arm to his consultancy business, Website Criteria ([www.websitecriteria.com](http://www.websitecriteria.com)). Through it, he develops best practice guidelines for the Web. The clutter test and website benchmarking database are important new tools by which website owners can understand how to meet users' expectations and improve their website. Website Criteria also trains and accredits website consultants.



## Internet advice and planning

### e-business strategies and planning

Steven helps organisations develop and implement Internet strategies covering areas such as:

- how the website, intranet or use of email can improve the way business is conducted
- the consequences for the organisation of Internet trends and technologies
- what users' online needs and wants are and how to meet them
- the resources required to maintain the online presence
- managing, budgeting and enhancing the organisation's use of the Internet.

The types of strategies he has developed for businesses, nonprofits and governments include:

- how to encourage an entire industry sector to use the Internet more effectively as a business tool
- the potential of broadband to deliver cheaper shared services
- umbrella strategic plans and guidelines governing multiple websites owned by the one organisation
- online business plans – the capital and on-going costs, governance, risk management
- online pricing models
- e-security issues and how to deal with them
- the effect Internet trends will have on organisational policy and project delivery.

*"Having worked with Steven Smith over a number of years, I have always been impressed by his insight into website strategy and his passion for devising solid, repeatable, strategic processes and measurement systems for developing and maintaining compelling websites for organisations.*

*Website Criteria is the manifestation of this passion and vision and I highly commend it."*

Bruce Linn, former CEO of Finlaysons Lawyers and former Executive Director of EDS Australia



[www.e-businessguide.gov.au](http://www.e-businessguide.gov.au)

Steven Smith led the team that wrote and developed the e-businessguide in 2003 for the Australian Government.

Comprising a *Getting Started* booklet and comprehensive website, the e-businessguide provides advice for small to medium sized businesses about how to do business online.

## How to manage your website or intranet

A website or intranet is like a puppy for Christmas: very exciting to get, but it can be painful to maintain unless you train it early on. We help organisations understand how to manage:

- editorial policies and guidelines – see [www.websitecriteria.com](http://www.websitecriteria.com) for a free online writing guide.
- staff use of the Internet – policies and guidelines
- maintenance – content, technical, look and feel
- risk management strategies – what are the risks, how to deal with and monitor them
- budgeting – template Excel spreadsheets to help you calculate expenses
- resources – allocation of people, equipment and software
- governance – responsibilities and roles, web team meetings
- legal – contracts with developers, copyright and privacy statements, compliance with the law eg spam legislation
- security issues and practices – back-ups, virus protection, password practices
- reviews of the e-business strategy – who, how and frequency.

## Planning and tendering a website or intranet redevelopment

We help organisations plan their new website and/or intranet and assist them during the tendering process. The areas in which we provide leadership and advice include:

- determining the aims, target audience, contents, look and feel, functionality and technical issues
- the budget and resourcing issues eg in-house versus out-sourcing of the development
- annual maintenance issues and cost post-launch of the site
- writing the tender brief document
- the tender process – advertising, short-listing etc
- selecting the tenderer and negotiating the contract.

We undertake these tasks via online research, in-house workshops, staff interviews, and by applying our knowledge and experience gained over nine years of undertaking this role for clients.



Steven Smith was quoted widely in a special article on e-commerce.

## Evaluating your website or intranet

It is surprising just how many organisations are unhappy with their website or intranet. We have developed a range of evaluation strategies and practices to help organisations identify what is wrong and how to fix it. We can benchmark a website against your competitors using our benchmarking database, conduct a comprehensive evaluation covering every aspect of the website and organisation's use of the Internet. An evaluation may cover some or all of the following:

- strategic issues – e-business strategy, online opportunities and challenges
- content – relevance, appropriateness, scope, currency
- features of the website – ease of use, relevance, interactivity
- usability – look and feel, navigation, information design
- technical issues – speed, does it all work, accessibility
- marketing and promotion – branding, use of metadata, Google ranking
- management issues – maintenance regime, governance
- competitor analysis – what are they doing online.

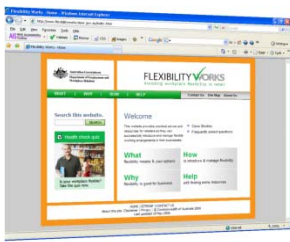


[www.naa.gov.au](http://www.naa.gov.au)  
Steven Smith conducted an extensive evaluation of the record keeping section of the National Archives' website and then evaluated the implementation of his recommendations a year later.

## Marketing and your website

An effective website should help improve communication between you and your target audience(s), improve customer services and enhance and reinforce your brand and position in the marketplace. The areas in which we provide leadership and advice include:

- integrating the website into the marketing plan
- Web page design that improves the marketing of services and products
- using the Internet to develop a competitive advantage
- using email effectively and responsibly
- using the Web and email to develop and maintain effective customer relationships
- managing the online marketing plan.



[www.flexibilityworks.dewr.gov.au](http://www.flexibilityworks.dewr.gov.au)

Steven Smith led the legal and technical team that wrote and developed this website for the Australian Government.

Comments from workshop participants:

*"Easily one of the best workshops I've attended. Wonderful presenter."*  
Samantha Catford,  
Animal Welfare League

*"It was brilliant. I found these workshops to be extremely useful, fun, informative and interesting. Thank you."*  
Melissa Boucher, NSW Rural Doctors Network

*"Steven is a dynamic presenter who provided our clients with valuable and more importantly usable information to enhance their business. His interactive presentation style, particularly his use of the attendees' websites throughout the presentation captivated their attention for the entire seminar."*  
Mary Doherty,  
Australian Business Limited

*"Steven was very informative, he has given me faith that one-day workshops can be great and are not a waste of time and money."*  
Vaia Goodwin, Bradford College

## Promoting your website and search engine optimisation

There is no point in having a website if no one knows about it or it cannot be found easily through search engines. We help organisations develop and implement an effective website promotional plan and strategies to improve their Google ranking. A promotional plan may address:

- the organisation's online aims
- who the target audiences are and their online behaviour
- a prioritised list of techniques to ensure search engines rank the site highly
- integrating off-line and online promotion strategies
- a budget and schedule for implementation
- an evaluation method and criteria by which to evaluate the promotional strategy.

## Website workshops

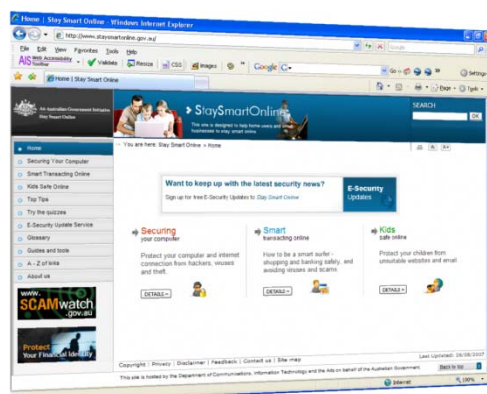
For the past 15 years, Steven Smith has written and presented workshops on the Internet and about websites across a variety of industry sectors including arts, food, accounting, law, public service, tourism and education. These have been delivered throughout Australia and in Canada, USA, Malta and Fiji.

Steven has conducted e-business workshops in every Australian capital city and regional Australia for the Australian Government and state governments, industry bodies and individual clients.

Current workshop topics include:

- Writing for the Web
- Marketing your products and services online
- Promoting your website
- Evaluating your website
- The A-Z of managing your website

The workshops are for non-technical people and are highly interactive.



Steven Smith worked with leading e-security industry players such as Microsoft, Symantec and E-Bay and the Australian Government to research and write the [www.staysmartonline.gov.au](http://www.staysmartonline.gov.au) website. It features three main sections: Securing your computer, safe transacting online and a link to the NetAlert's kids' safe website.



## Papers and resources

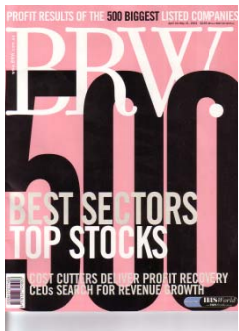
*Living Websites*, understanding the life cycle – a practical guide

*Living Websites* is a comprehensive, practical book for non-technical people explaining how to plan, manage, maintain and evaluate the life cycle of their organisation's website. It provides a common-sense framework for managing a website based on the concept that a website is not a stand-alone project but a living endeavour with a life cycle.

## Presentations

Steven has spoken about the Internet at a number of national and international conferences:

- Chair, Managing Website Content conference, Sydney 2009
- Towards a Borderless Economy – Malta, 2008
- Museums and the Web 2008 (Montreal), 2000 (Minnesota), 1998 (Toronto)
- Chair, Website Usability conference, Sydney 2007
- Intranet Usability Conference, Melbourne 2007
- Building Better Business Series, South Australian Government, 2005 - 2007
- Australian Government Home-Based Business Seminar 2004
- Housing Industry Association National Conference 2003
- Restaurant and Caterer's Association Annual Conference 2003
- CPA National Conference 2002



Accounting Practice - "Web oversights" by Bruce Andrews p.94 – Steven Smith was quoted widely in the article and provided seven simple fixes for the websites of service firms.



an  
w to do

## Clients

- Adelaide City Council
- Archives and Museums Informatics, USA
- Arts SA
- Arts Victoria
- Associated Financial Planners (NSW)
- Austrade
- Australian Business Limited
- Australian Chamber of Commerce and Industry
- Australian Institute of Political Science
- AGIMO - Aust Govt Information Management Office
- Australian Mineral Foundation
- Australian Pork Limited
- Australian Wine and Brandy Corporation
- Australian Govt - Dept of the Attorney-Generals
- Australian Govt - Dept of Communications, IT and the Arts
- Australian Govt - Dept of Employment & Workplace Relations
- Australian Govt - Dept of Environment and Heritage
- Australian Govt - Dept of Finance and Deregulation
- Australian Govt - Dept of Veterans' Affairs
- Blucher Australia
- Business SA
- Cartridge World
- Centre for Lifelong Learning
- Cities of: Charles Sturt; Marion; Port Adelaide Enfield; Salisbury; St Peters, Norwood and Payneham, Onkaparinga
- Commissioner for Public Employment (SA)
- Dept of Administrative and Information Services (SA)
- Department of Human Services (SA)
- Department of Premier and Cabinet (SA)
- Department of Trade and Economic Development (SA)
- Education.au
- Elders Limited
- Equal Opportunities Commission (SA)
- ETSA Utilities
- Experimental Art Foundation
- Land & Water Australia
- Flinders University of South Australia
- Helping Hand Aged Care
- Local Government Association of South Australia
- Megaw & Hogg, Valuers and Auctioneers
- McLaren Vale Winemakers Association
- Minter Ellison, Lawyers
- National Archives of Australia
- National Centre for Vocational and Educational Research
- National Gallery of Australia
- National Gallery of Victoria
- National Maritime Museum of Australia
- National Museum of Australia
- National Office for the Information Economy
- Nomads World Pty Ltd
- Office of Communications, Science and Advanced Tech (NT)
- Office of Fair Trading (NSW)
- Old Parliament House, Canberra
- Phillips Fox, Lawyers
- Prime Vision Limited - Fiji
- Quality Wool CRC
- Royal Adelaide Show
- Royal Automobile Association f SA
- SA Business Vision 2010 Inc
- SAGRIC International
- Senior Secondary Assessment Board of South Australia
- South Australia Post Graduate Medical Education Association
- South Australian Centre for Lifelong Learning and Development
- South Australian Film Corporation
- South Australian Museum
- South Australian Tourism Commission
- South Australian Small Business Advisory Council
- South Australian Wine and Brandy Industry Association Inc
- State Library of South Australia
- TAFE SA
- Tasmanian Government – Intelligent Island Program
- Tindal Gask Bentley, Lawyers
- TransAdelaide
- University of Adelaide
- University of South Australia
- Women's and Children's Hospital (SA)
- World Health Organization