



www.unitedfocus.com.au

United Focus is an Australian company that advises organisations about how to make their websites more effective. We conduct website evaluations, present workshops, write e-business plans and web development briefs.

We help companies transform an ordinary website into a great website.

Formed in 1995, we have a great deal of experience advising a wide variety of organisations across Australia about e-business. In 2003, we developed the e-businessguide.gov.au website and the "getting started" booklet for the Australian Government and we continue to be the editors of the site. More recently, Steven Smith assisted the Commonwealth Department of Communications, IT and the Arts develop the E-Security Essentials booklet.

**Steven Smith** BA, BEd, GradDipEd (Computing), MIMC

Steven established United Focus following a career in teaching History, English and Computing in Adelaide, South Australia. Steven brings to our consultancy 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. In ten years' consulting about the Internet he has accumulated invaluable experience and knowledge which he brings to bear upon the projects he undertakes.

**Amanda Jarman** BMgmt (Mktg)

Amanda first worked with United Focus on the e-businessguide project in 2003. Amanda conducts our WebCollie website evaluations and undertakes online research for our clients, advises them on online marketing strategies, coordinates usability testing, and analyses and reports on the results. Amanda has significant marketing and project management experience developed over many years working in the private and public sectors in Australia and the UK.

**Prue Astley** BArch

Prue manages United Focus and is responsible for the contract and financial administration of our projects. She also contributes her research skills to our projects, such as the major evaluation of the National Gallery of Victoria's multimedia activities and devices.



Steven Smith, Prue Astley and  
Amanda Jarman

We subscribe to this...  
*"The real power of technology (such as e-commerce...) is not that it can make the old processes work better, but that it enables organisations to break old rules and create new ways of thinking – that is, to re-engineer."*  
Hammer, M and J. Champey,  
*Reengineering the Corporation: A Manifest for Corporate Revolution*

## Internet advice and planning

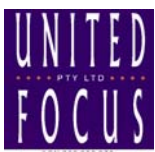
### e-business strategies and planning

We help organisations develop and implement e-business strategies covering areas such as:

- > the role the Internet will/can play in the organisation's future
- > what new services or products can be offered online
- > 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 we have 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.



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

United Focus 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.

We continue to be the editors of the website.



**WebCollie**  
the expert, independent  
round up of your website

Designed for organisations that want an expert, straight-forward assessment of their website.

The analysis and improvement strategies are presented in a written report covering:

- Look and feel
- Content
- User-friendliness
- Functionality & interactivity
- Marketing focus
- Speed and access
- Promotion

**\$385** (inc GST)

## Planning and tendering for your website or intranet

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.

## 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
- > 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.

## Evaluating your website or intranet

It is surprising 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 conduct a snapshot evaluation (WebCollie) through to a comprehensive evaluation covering every aspect of the website and organisation's use of the Internet. A complete 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, search engine ranking
- > management issues – maintenance regime, governance
- > competitor analysis – what are they doing online.

## 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.



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Free Tip Sheet from our website:  
'How to make your website search engine friendly'

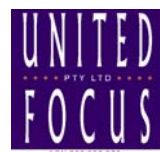
Comments from workshop participants:

*"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**



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## Promoting your website

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. A promotional plan may address:

- > what the organisation's online aims are
- > who the target audience(s) is 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 assess the effectiveness of the promotional strategy.

## E-business workshops

For the past ten years, Steven Smith has written and presented workshops on the Internet and e-business 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 and Fiji.

Steven has conducted workshops in every Australian capital city for the Department of Communications, Information Technology and the Arts, in regional NSW for Australian Business Limited and throughout Victoria for Arts Victoria.

Current workshop topics include:

### Evaluating your website

How to evaluate your website so you can identify improvements that will immediately make it a more productive business tool.

### Marketing and your website

How to make your website a more effective marketing tool by understanding how traditional marketing activities can be conducted online.

### The A-Z of managing your website

How to plan, design, develop, promote and maintain your website effectively - the essential steps in order to generate a return on your website investment.

### Effective writing for the Web

How to ensure the content of your website or intranet is appropriate, easily understood, accurate and enhances the aims of the website or intranet.

Steven pitches these workshops at non-technical people and ensures they are highly interactive.

Participants are encouraged to ask questions, openly discuss their use of the Internet and what their plans are for their website.

All participants receive a workshop manual containing dozens of practical tips, examples and checklists.

We can tailor workshops to meet specific organisation or industry needs.

## 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 that needs managing.



*"Websites have a life cycle. They are not one-off projects, but grow and change with you and your business."*  
Steven Smith.

### Online Resources

United Focus has produced numerous information sheets, checklists and template documents with straight-forward advice on a number of e-business topics. These are available free from our website:

- Business plan outline (template)
- Website development brief (template)
- Ten website usability principles to embrace
- How to make your website search engine friendly
- Choosing a name for your website
- How the Web can enhance your marketing activities
- A checklist for selecting a Web developer Website

## Presentations

Steven has spoken on e-business at a number of national and international conferences and events:

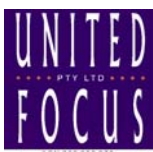
- Building Better Business Series, South Australian Government, 2005
- Australian Government Home-Based Business Seminar 2004
- Housing Industry Association National Conference 2003
- Restaurant and Caterer's Association Annual Conference 2003
- CPA National Conference 2002
- Museums and the Web 2000 (Minnesota, USA) and 1998 (Toronto, Canada)
- Sister-City Conference 2000
- Franchise Council of Australia 2000
- National Conference of Fleet Vehicle Managers 1999
- National and NZ Art Librarians Annual Conference, 1998.

## Clients

- Adelaide City Council
- Archives and Museums Informatics, USA
- Arts SA
- Arts Victoria
- Associated Financial Planners (NSW)
- Australian Business Limited
- Australian Chamber of Commerce and Industry
- Australian Institute of Political Science
- Australian Mineral Foundation
- Australian Pork Limited
- Australian Wine and Brandy Corporation
- Business SA
- Cartridge World
- Centre for Lifelong Learning
- City of Charles Sturt (SA)
- City of Marion (SA)
- City of Port Adelaide Enfield (SA)
- City of Salisbury (SA)
- City of St Peters, Norwood and Payneham (SA)
- Commissioner for Public Employment (SA)
- Commonwealth Dept of Communications, IT and the Arts
- Commonwealth Dept of Environment and Heritage
- Commonwealth Department of Veterans' Affairs
- 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)
- Equal Opportunities Commission (SA)
- ETSA Utilities
- Experimental Art Foundation
- Land & Water Australia
- FleetSA
- Flinders University of South Australia
- GrowPep International
- Helping Hand Aged Care
- Local Government Association of South Australia
- Local Super (SA/NT)
- 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)
- Phillips Fox, Lawyers
- Piper Alderman, Lawyers
- Prime Vision Limited - Fiji
- Quality Wool CRC
- Queensland Writers' Centre
- Royal Adelaide Show
- SA Business Vision 2010 Inc
- SAGRIC International
- Senior Secondary Assessment Board of South Australia
- Software Engineering Institute of Australia (SA)
- South Australia Post Graduate Medical Education
- 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
- Tasmanian Government - Intelligent Island Program
- Tindal Gask Bentley, Lawyers
- TransAdelaide
- University of Adelaide
- University of South Australia
- Women's and Children's Hospital (SA)



*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.



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