

## MICROSITES:

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## DESCRIPTION:

What is a Microsite?

A Microsite is a site within a site. Whereas, the main site's goal is to sell everything about the company or an overall about the person or family, the Microsite focuses on one specific area of interest.

It's not just another web page or a completely separate website, it is a combination of the two. A Microsite shares the template (overall look) of the main site, news, events, multimedia files, directory, submission forms and photo galleries. What makes it its own website, is its unique web address (URL), landing page & menu items.

For instance, you can have a unique web address within your website for just one department such as the sales department ([www.google.com/sales](http://www.google.com/sales)), or human resources ([www.google.com/hr](http://www.google.com/hr)), or maybe a family member ([www.lynchs.us/randall](http://www.lynchs.us/randall)). This allows you to send visitors directly to this specific point of interest without having to first access the main site.

Another advantage of a Microsite is the ability to provide marketing campaign feedback. What this means: Let's say you are going to advertise a new product. You can create a Microsite specifically for that product with only information concerning that product. You then provide the consumer with the Microsite's address (URL) such as [www.google.com/newproduct](http://www.google.com/newproduct).

This drives the consumer directly to the new product's Microsite without having to locate it from the main site. The other advantage with this is the ability to monitor how effective your marketing campaign was based on the number of visits to the Microsite. Once this marketing campaign has run its course, the Microsite can then be removed without affecting the main site or any adjustments to the main site's menu.




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## MICROSITE LISTING:

### STATUS:

-  Online - The microsite is online and functioning.
-  Offline - The microsite is currently offline. An indicating banner will be placed at the top of all pages within the microsite.
-  Under Construction - The microsite is currently under construction. An indicating banner will be placed at the top of all pages within the microsite.

### ID:

An identification number generated by Element to identify the microsite.

### DESCRIPTIVE NAME:

The Descriptive Name is used throughout Element to describe the microsite. It is also used in banners and titles throughout your website. It should be the name of the section or department of the website such as 'Sales' for the sales department.

### PARENT SITE:

The parent site the microsite is located under.

Status	ID	Descriptive Name	Parent Site
	152	Compass in the Community	www.diversityfoodservicejobs.com
	151	Diversity	www.diversityfoodservicejobs.com
	150	Great People	www.diversityfoodservicejobs.com
	153	Who is Compass	www.diversityfoodservicejobs.com
	155	Portfole	www.emigration2.com
	148	Tom More Music	www.restrungleftly.com
	139	About Us	www.selfopportunity.com
	140	Clients	www.selfopportunity.com
	141	Contact	www.selfopportunity.com
	143	For Candidates	www.selfopportunity.com
	142	For Employers	www.selfopportunity.com
	154	Self Opportunity HR Forum	www.selfopportunity.com
	138	Services	www.selfopportunity.com

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## MICROSITE INFORMATION:

### DESCRIPTIVE NAME:

The Descriptive Name is used throughout Element to describe the microsite. It is also used in banners and titles throughout your website. It should be the name of the section or department of the web site such as 'Sales' for the sales department.

### PARENT SITE:

Choose the website that is the parent for the microsite. Such as www.yourdomain.com would have the microsite of sales giving: www.yourdomain.com/sales

### URL:

The URL for the microsite. Example: sales for www.yourdomain.com/sales

### DOMAIN NAME:

You can have a registered domain point to this microsite directly. This is beneficial if you have a

Microsite Information

Denotes a required field.

Descriptive Name

Parent Site

URL

Domain Name

Status

Access Level



microsite that you would like to have a specific domain name for such as www.yourdomainsales.com that points to your sales department's microsite.

**STATUS:**

The status of the microsite: Online, Offline or Under Construction. Offline and Under Construction will place a banner across the top of every page within the microsite that tells the microsite's current status.

**ACCESS LEVEL:**

This password protects the microsite. Set the level of access the member will need to view this microsite. Setting your access level to Open will allow all visitors to see the microsite and is the default level.

Level 1 is the lowest level and the default given to any member that registers.

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