

Website online presence for ACES' Terrier

Introduction

ACES' publisher, Marcus Macaulay, was asked to quote for the development of a website for the online presence for ACES' Terrier. Its purpose would be to promote and display individual articles in a smart phone-friendly way, with the intentions to be user-friendly to ACES' members and to increase online exposure to all content. An offshoot is likely to be additional income from advertising.

Members of ACES' Council were given a link and shown an example at a 2024 meeting, and liked the accessibility and format, and the decision was made then to pursue it further.

Quotation

Attached is Marcus' quote prepared in July 2024. The quote still stands.

Marcus has supplied supplementary comments. Overall, Marcus has set out the most cost-effective way to achieve what he has proposed. It is going to take some time and effort to get it up running and maintained.

He believes "it should cover its costs with online advertising/sponsorship, although it would take some time for the numbers to kick in (estimated 3 months to get traction). Advertising singularly would be relatively inexpensive for example to advertise on one article could be as little as £50 for a month. This could be sold in packages 5 articles £150, 10 articles £200 - they're just rough numbers. So with potentially 30 new articles each issue and an overall sponsor for the website each month the scope for revenue is there. I would also expect the site to increase the reach ACES overall and hopefully lead to more members."

"Advertisers, I thought we should just go with the current pool of potential advertisers to start. For the first site, I'd just do web banners based on the current advertisers and banners along the lines of "advertiser here." I would also use the summary and keywords to identify potential new advertisers, then send them an email and a link to the website."

Quote components

Initial set up of the website, which includes uploading the current issue and creating a media pack with examples of advertising space web banners etc £2,500.

Hosting and maintenance of the website, so the articles get out on to the search engines and LinkedIn. £280 per month.

Uploading future issues £500 per issue, this is because each article gets uploaded separately and summarised, and has keywords added, which takes a bit time.

How it works and some Q & As

Apparently, setting up individual articles uses AI search engines to create a summary and pick key words (and apparently analyse photos). Long-standing members of ACES Council will recall it has been a desire to search Terriers on keywords, which has never proved possible how issues are currently stored.

The most efficient and effective way of administering this process is to set the same day each week to upload some articles, as "search engines respond to that regularity". While this would be Marcus'

role, he would be instructed what articles not to upload – notably Council & membership notes, branch reports, areas of interest (back pages). Another set of exclusions are likely to be member articles (note: I do not in general include members' email addresses).

The trend has been for print-based advertising revenue to decline generally. With this option, advertising banners could at first be complimentary to existing advertisers and corporate members. Allowing additional advertisers would need to be vetted, to ensure they were ones appropriate to ACES' functions. This would require member input. Marcus has made some initial proposals of charging, but it is probably "suck it and see". He believes his costs will "wash their face" through advertising.

Monitoring facilities – "clicks" onto articles and banners are stored and can be analysed, then used for monitoring or developing further. Marcus would undertake analysing clicks (and acknowledging email messages from the website) and refer back to ACES members for instructions. I guess the obvious contacts are Neil, Trevor & myself.

There would be a tie in with LinkedIn.

This format could attract new members. Obviously there is a finite number of potential public sector members and vetting would be required in-house.

Moving forward

I believe the general opinion was not to upload more than the last few issues of ACES' Terrier. this would seem sensible, given that many articles are "of the moment".

Disclaimers

I realise these notes are a little rambling. I'm a professed Luddite. I'm not the person to take this further (if that is the decision).

I cannot offer more technical information/advice. However, I'm happy to be involved in decisions about articles, new banner advertisers, etc.

Betty Albon
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