



White Paper
Site Families

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Adedia’s Site Family Solution

What is a Site Family?

A site family can be compared to a real family – a family is a group of unique individuals tied together by DNA. A site family is a group of unique websites tied together by **branding** and **content**.

A site family provides corporate owners with the ability to create multiple websites that share common graphics, common design, and common content. A site family allows franchisees or contract workers to own a site that is uniquely theirs but that is template-driven (i.e. it shares some or all of the content and graphic design from the parent site).

How can a Site Family help my organization?

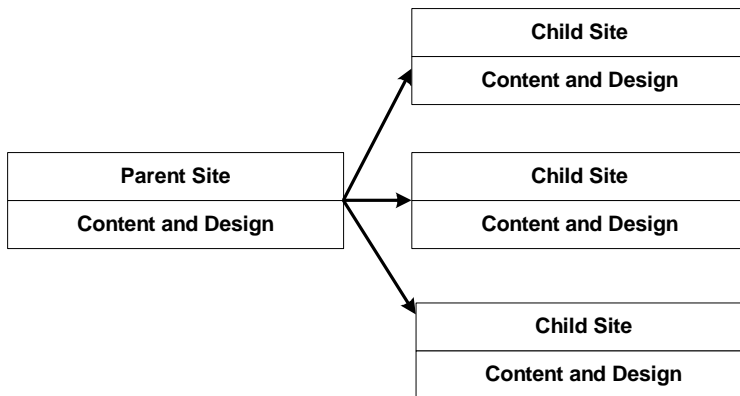
When asked why their franchisees/contractors do not have individual websites, corporate owners cite branding and content consistency as two of their main concerns. Maintaining brand recognition and keeping content up-to-date across multiple sites is often viewed as a difficult, if not impossible, undertaking.

With a Site Family solution, however, corporate owners can easily manage the content of all sites within the family. With a Site Family solution, we work with the client to design and develop a website (and website tool set) that will meet the needs of individuals/franchisees. We then set up administrative access controls that allow the corporate owner to specify the content/pages/images that the individual site owner can/cannot override.

How does it work?

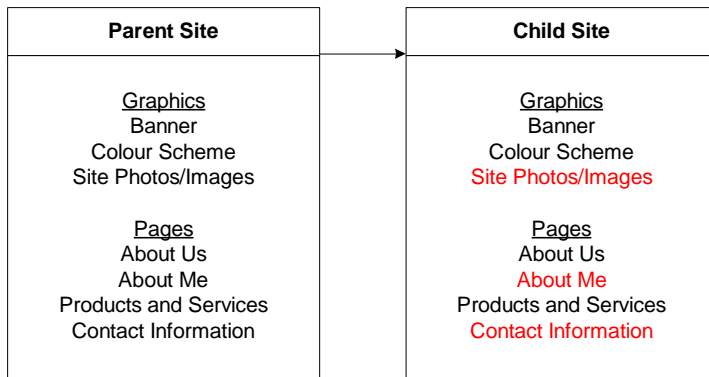
The following examples will show how the Site Family solution works.

Example 1: Child/Parent Relationship



In the example above, the site administrator has created a Parent Site. From this site, three child sites have been created. The Child Sites inherit all Content and Design elements from the Parent Site.

Example 2: Content Inheritance



In the example above, Graphics and Content elements are associated with the Parent Site. The corporate owner has administrative control over these elements. Each Child Site inherits the Graphic Design and Content elements from the Parent Site. The Parent Site Administrator chooses which elements can and cannot be overridden at the Child Site level and grants administrative access to the Child Site owners.

In this example, the Parent Site Administrator allows the Child Site owner to: upload individual **Site Photos**, create a personal biography (**About Me**) page and modify **Contact Information**. The Child Site owner cannot change the Banner, Colour Scheme or any of the corporate information (About Us, Products and Services).

If the corporate owner makes changes to the site branding (Banner, Colour Scheme) or to the corporate content (About Us, Products and Services), these updates automatically appear on all Child Sites.

What about web applications?

Your site may contain web applications (polls, newsletter subscription, galleries, etc.) Depending on the application, there may be certain aspects that can be shared between members of the Site Family.

Polls

Site owners may include one or more polls on their website a) to provide something fun and interactive to site visitors and b) to gather valuable market research via the results of the poll.

With a Site Family implementation, the corporate owner can specify whether all members of the Site Family should display the same poll or whether polls can be created at the Child Site level.

Each Child Site owner can decide whether poll results should reflect the responses from only the Child Site or from the entire family of sites. When poll questions are shared across sites, shared responses results in much larger set of results.

Forms

With a Site Family, the results of online forms (newsletter subscription forms, online surveys, etc.) can be sent to either the individual Child Site owner or to the corporate Parent Site owner.

Blogs

Article pages and blogs provide a great place to share quick corporate updates and press releases. With a Site Family solution, the corporate owner has several options when it comes to personal blogs:

- allow Child Site owners to post information to their own blog,
- do not allow Child Site owners to post to their own blog (i.e. only the corporate owner has that ability)
- allow Child Site owners to post information to their blog, but do not allow blog postings to be published until they have been approved by the corporate owner. (i.e. the administrative interface provides the Parent Site owner with the ability to review pre-published content)

Who benefits from a Site Family?

Corporate owners who want to control the content displayed on the individual sites would benefit from a Site Family. Franchise owners who want their own sites but are constrained by issues related to corporate branding are also ideal candidates for a site family solution.

Site Families are ideally suited for:

- Owners of franchise businesses
- Companies who employ contract workers (Financial Planners, Realtors, etc.)
- Companies whose employees are customer-facing and need individual, branded sites (Health care professionals working in a large practice, etc.)

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Benefits

With a Site Family, corporate owners are able to:

- Manage the content, design and branding of all sites within a Site Family
- Update content once and share those updates across multiple sites
- Specify whether or not data (such as poll results) should be tracked for an individual site or all members of the Site Family
- Realize substantial cost-saving benefits associated with sharing content across websites.
- Ensure branding and content consistency are maintained because a single service provider can support many different client sites
- Roll out websites to multiple franchisees quickly

Franchisees/Individuals are able to:

- Have a personal site that meets compliance restrictions
- Have administrative access to enter or overwrite content or design elements, as pre-determined by the corporate owner.

Technology

The technology behind Adedia's Site Family solution enables us to:

- Share data amongst several sites
- Provide an easy method for adding websites to a Site Family
- Scale to support large numbers of users
- Offer personalized content and design per child site
- Provide administrative access at both the Parent and Child levels