Afera Website Management WG Meeting Minutes

<div align="center">

4 February 2015, 13.00-18.00

DoubleTree by Hilton Hotel, Amsterdam

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Members present: Sharon Boyle, Advance Tapes

Louise Vincent, Parafix

Astrid Lejeune, Afera

Bathsheba Fulton, Afera

Member not present: Anurag Yadav, Scapa

1. **SEO quotes/work going forward**
   a. Project requirements
      i. Keyword research, page-by-page targeting and development of title and meta description tags
         1. LV and AL will work on this, using the key words doc., at a basic level
         2. This is linked to determining priority pages (see 2a)
      ii. Full site audit (technical and content) and set up of Google Analytics (including goals, e.g., hits on "Find a member" page; excluding Afera management IP addresses)
         1. AL will do this through her IT company initially
         2. Following SEO groundwork phase (described below), Web MGMT WG will hold conference call to set goals and have SEO company implement them, including the exclusion of IP addresses, as part of their 4 hours/month work
      iii. Link review (and disavowal where necessary)
         1. Internal links will be reviewed as part of internal audit
         2. LV will look at all links and determine their origins
         3. LV will research disavowing external links and perform this task
         4. LV will determine who should be linked to us (e.g., STEM)
         5. LV will set up a Google Alert so she will be notified every time Afera is mentioned; will set up Google to dismiss disavowals
      iv. Link development recommendations document
         1. This exercise, which involves internal (general site content placement) and external links (to well-known, trusted, and high-ranking websites, social media contacts), will be saved for last and treated as an ongoing action
         2. To start with, members will be supplied with Afera's updated logo and asked again to create a link to afera.com, confirming when it's done by sending the link > request will explain that Afera has had references from companies (LV will prepare a list of links from companies to be added to the letter – send to BF); progress report will be kept by AL/LV; 3M (each Europe-located division/website), tesa, Nitto, and Scapa are the 4 companies from which Afera especially wants referrals; BF will supply text to AL/SF for this mailing.

v. Purchase and link of relevant available domain names to Afera (indicating cost of registering and maintaining a domain name incorporating the name "Afera")
1. We will focus on just the most popular domain names, which can be bought at a certain price per domain name
2. AL will do this through LAM's current website company, asking them to create a list of possibilities that we can circulate among the WG or greater MKC in order to decide on those we want
3. Domain names will have to be noted for renewal.
vi. Ongoing reporting and consultancy (monthly)
1. LV can obtain basic information, but SEO company consultancy is more sophisticated, involving monitoring and positioning of key words, where Afera is positioned in search engine results every month; advising on what Afera should do to get moved up again
2. We will ask for 4 hours/month at €250-300 per month, starting with a 6-month contract, particularly ensuring that Afera does not pay for services it doesn't need.
b. Afera policy decisions
i. LV will be engaged by Afera to perform initial SEO work, billable through Parafix
1. AL/MKC, on behalf of Web MGMT WG, will request that the Steering Committee approve an initial monthly expenditure of €500 at a rate of €60 per hour for 6 months in order to lay the groundwork for Afera's SEO needs
2. AL will ensure that LV has proper CMS login details
3. LV will begin with looking at website's structure, determining priority pages and assigning key words to those pages (see 2a), suggesting what our goals should be
4. LV will also act as Afera's link to its SEO provider.
ii. After LV's initial SEO work is completed, AL will request that the SC approve an expenditure of ~€300 per month, starting with a 6-month contract, on an SEO company for ongoing reporting and consultancy
iii. AL will also consider purchase of relevant domain names in tentative Web MGMT budget.

2. **Edits to Website (structure and content)**
a. Priority pages were initially determined to include Afera homepage, "About Afera", "Become a Member/Membership", "Why Tape", "Find a Member"
b. Afera homepage > See website edits email #1
c. "About Afera" dropdown menu, base page > See website edits email #2
d. "Why Tape" dropdown menu, base page
i. See website edits email #3
ii. "Why Tape?" > "Any shape, any size": content supplied by LV on 2-2-2015 will be edited and sent by BF in due course
iii. BF will tweak ~15 section titles with the help of SB and LV in due course

iv. Members will be asked to contribute non-branded images reflecting benefits listed under "Why tape? > "Making it better with tape".

e. "Afera tape blog" page > See website edits email #4

f. "Find a member" page > See website edits email #5.

3. **Web MGMT WG goals to be achieved in the next 6-8 months (till October meeting)**

a. AL will create/request a budget for Web MGMT for the next 6-8 months and annually thereafter (budget currently found under Strategic Projects/Content Marketing Project)

b. Web MGMT WG will hold 2 conference calls, one in May 2015 and one in September 2015

c. Web MGMT WG will oversee SEO work performed by LV and external SEO company, conducting a review after 6 months

   i. Following initial 6-month period, Web MGMT WG will set goals and have SEO company implement them, including the exclusion of IP addresses

d. Web MGMT WG will oversee the improvement organisation of "Why Tape?" section structure and data

e. BF will in due course

   i. Send Web Mgt WG meeting minutes to the MKC

   ii. Ensure that all website edits in item 2 are performed

   iii. Send draft email to members to AL/SF concerning submitting unbranded images for use on afera.com and creating a link to Afera site

   iv. Develop member descriptions with click-throughs in "Our members" page, targeting industry outsiders, incorporating converter descriptions sent by LV on 2-2-2015; possibly draft intro. to "Find a member" base page

   v. Work on improving "Why Tape?" section with input from various members, including the Social Media VTF and the TC; will focus on editing data- and text-heavy areas, bullet points which need development

   vi. Edit structure and content of "Technical Centre", especially the legislation sections

   vii. Continue to refine "News" section for structure and content

   viii. Create a case study of an Afera member (SB of Advance Tapes volunteered); the company delegate will be interviewed about what they have gotten out of Afera membership

   ix. Possibly add criteria for becoming a committee member

   x. Update and rename the "image brochure" which should be published in "About Afera" > "Become a member"

   xi. When drafting/editing will incorporate Q&A-type format when possible.

f. AL/SF will create a database of unbranded tape market, product, and application images received from members; keep graphs per company of photos and other items received to use

g. Web MGMT WG will set up a structure and process for future publishing on afera.com

   i. The only additional information available to a logged-in user should be listed under "Members Only"

ii. Content must not be placed in additional dropdown menus without seeking approval of the Web MGT WG

iii. If unsure about where a piece of content should go, advice should be sought of one of the WG.

4. **Web MGMT WG goals to be set after period ending 6 October 2015, possibly with a newly formed WG**

a. Review website target audience weightings agreed upon in first phase of website development

   i. Product designers and architects (50%)

   ii. Existing members (40%)

   iii. Prospective members (10%).

b. Evaluate and fine-tune SEO goals, and ongoing SEO reporting and consultancy

c. Review and continue external link development recommendations process

d. Critically review and fine-tune structure and content of site in more detail (following first phase)

   i. Decide if "Why tape?" should be sectioned off in clusters under a few titles in dropdown menu which are titled to answer 'why tape?', e.g., About tape, The benefits of adhesive tape, The variety of applications, Replace mechanical fasteners, etc.

e. Evaluate Afera's image database to date; determine optimal number and type of images on every page of afera.com; focus on communicating in images over words

f. Develop FAQs page including topics of membership, events, and product designer/architect ideas and issues

g. Evaluate adding a pop-up feedback mechanism on the site ("How can we improve xxx for you?")

h. Develop industry calendar of events if time allows for its upkeep; could be used as a platform to advertise industry events for income.