



Taking a Web site from concept to launch – or even just maintaining and modifying an existing site – demands careful planning and designing. This has become a fact of life: every Web site, be it for a corporate, academic, or non-government purpose (to name just a few environments) fulfils an indispensable role in the life cycle of that particular organization. This issue's peer-reviewed articles cover aspects of Web site management and development. The three contributions were delivered at last year's [2nd Annual Conference on World-Wide Web Applications](#).

Craig de Beer's contribution (*From Webmaster to Web manager to address new challenges*) is based on his experiences as Web manager of the Rand Afrikaans University. He argues that Web site management in the academic environment is in some ways different from the corporate environment. In the corporate environment, a company usually outsources the design and development to a Web development firm that often forms a partnership with the company and gets to know the company very well. The company then employs a Webmaster to maintain the Web site until the next redesign, where the whole process is repeated. The site development of an academic institution is similar in principle. The initial design and development of the site can be outsourced. Once the design and development is complete, the Webmaster continues to maintain the Web site. In this academic environment a number of faculties and departments exist, each with its own Web sites, all falling under the 'umbrella' of the institution. This is where the Web manager plays a vital role to supervise the development of all these corporate and departmental sites and bring them into function as one large network of sites, all working towards a mutual goal.

The two other articles explore various features and requirements that constitute a good Web site. Van Steenderen (*Web site management: making a Web site more visible*) concentrates on some of the techniques that can be used to make a site more visible and therefore generate site traffic. Once the overall mission of the site has been decided on, the focus is to get a target audience to the site and once they have visited, to keep them coming back. To keep users coming back, content is the key. Once the site has been developed, tested and is live the next step is launching the site. This can be done through press releases, e-mail announcements to current customers, sponsorships, advertising through various media (TV, radio, newspapers, magazines, posters and banners on other sites). It is also essential to constantly remind visitors to return to the site, for example, via an automatic announcement once the site is updated, a regular newsletter and recommendations (for specific products if a client's profile is available).

A case study on developing a multidisciplinary health care Web site is the topic of the third and last article, by Louw (*Virtual Health Care Team Website*). This multidisciplinary Web site offers unique challenges to the developers as it contains complex cases for students, practitioners and the public to study health problems of individuals and communities. Currently the site contains 15 interdisciplinary cases, representing various health care issues and problems. The adding of further cases is in the production stage.

**Pieter van Brakel**  
Editor  
[pavb@lw.rau.ac.za](mailto:pavb@lw.rau.ac.za)

*David Raitt*

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