Overview:

- Calendar

- Site Optimization (SEO & SEM)

- Marketing (in-bound, content, social)

- Architecture (educate, CMS, open source)

- Analytics

Calendar

NAESP Brand →

- The Associations Brand will be the primary driver

Yearly Theme →

- The yearly theme will drive the activities for the year but support the brand

Editorial Plan →

- The editorial calendar will support the events and content and take its cue from the yearly theme

Events

- The events will be the primary face of the yearly theme

Site Optimization

Site Parameters

Institutions URL	URL Age	Avg. Load Time	#of Back Links	Est. Uniq. Visitors per mo.
www.naesp.org	17 yrs. 11 mos.	569 ms	877	18,148

Rankings *(In all cases numbers closer to 0 are better)*

Institution URL	SEO Rank	PPC Rank	Google Page Rank
www.naesp.org	102,343	0	5

Top 5 Organic Keywords

Keyword SEO	Clicks per month
Principal	641
Principal com	212
School principal	30.5
Professional learning communities	55.8
Student council	11.8

Top 5 Organic Competitors

Domain Name	SEO Clicks Per Month
tepsa.org	116k
nassp.org	3.02k
ilprincipals.org	1.01k
ncpapa.org	14.3k
vircoschoolfurniture.net	0.1k

Sources: Spyfu.com, Google.com, Alexus.com, Compete.com, Webconfs.com

Marketing

- Opportunities exist for increased awareness through the following:
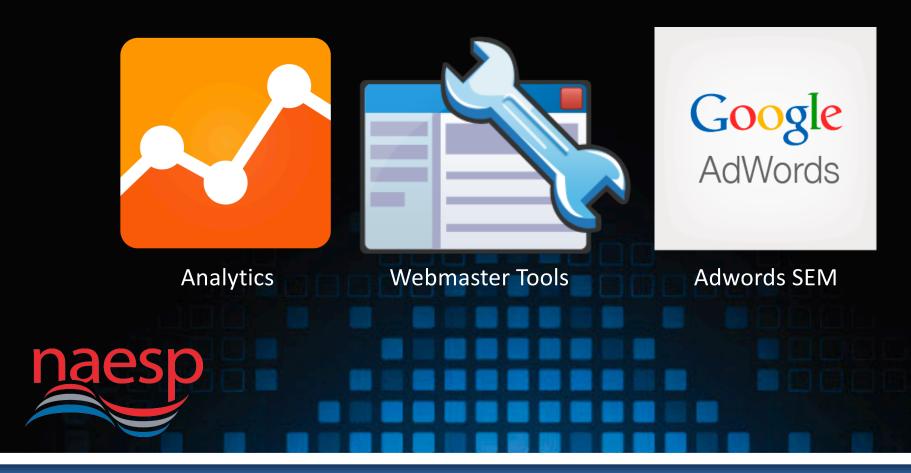

Email

Social Media

Webinars

Mobile Apps

Architecture

- Currently built in Drupal, speed and flexibility are needed.

- Wordpress is the standard now for easily deployed CMS, WP 3.3 downloaded 3.1 mil x's

- Open Source vendors create add-ons any specialized needs can be contracted for

Analytics

- All efforts begin, re-direct, and end with Analytics

Analytics   Webmaster Tools   Adwords SEM

naesp

Opportunities are there!

Thank you for letting me present to you today.