PERSONALISATION TECHNIQUES FOR YOUR HOMEPAGE

BILAL JEEWA – PSEUDO CODE

AGENDA
PERSONALISATION TECHNIQUES FOR YOUR HOMEPAGE

A quick overview of various RiSE websites we have built and how they use the home page to promote member benefits and key content areas on their website.
THE ROYAL NEW ZEALAND COLLEGE OF GENERAL PRACTITIONERS
WWW.RNZCGP.ORG.NZ

KEY POINTS

• Sophisticated way of searching for content
• Introduction of natural language search
• Accessible way of discovering events around you
• Quick feedback form
• Latest classifieds and news using tagged list in the footer
• Dynamic dashboards
• Dashboard header dynamically shows text based on logged in user
• Unified login to other systems: LMS and previous financial system
• Dashboards for certification programs

PROPERTY COUNCIL OF AUSTRALIA
WWW.PROPERTYCOUNCIL.COM.AU

KEY POINTS

• Home page slider
• Dynamic Top stories
• Dynamic Breaking news
• Dynamic Upcoming events
• Sophisticated event search
KEY POINTS

- Quick find links to key business areas
- Membership status upon login
- Intuitive event search and functional event detail page

KEY POINTS

- Dynamic event list within footer
- Dashboard with quick links, and CPD metrics
**KEY POINTS**

- BIG slider
- Member Login and Subscribe buttons emphasised
- On login, my account and member only areas appear
- List of upcoming events
- Latest news tagged list
- Scrolling list of primary partners
- Promoting their Groundswell magazine subscription
- Quick access to the Find a Garden Centre link
- Separate header image for each navigation item

**NURSERY & GARDEN INDUSTRY VICTORIA  
WWW.NGIV.COM.AU**

**KEY POINTS**

- Frequently visited areas promoting their events and products
- Join now process with quick links for different membership types

**AUSTRALIAN CENTRE FOR GRIEF AND BEREAVEMENT  
WWW.GRIEF.ORG.AU**
AUSTRALIAN WATER ASSOCIATION
WWW.AWA.ASN.AU

KEY POINTS

• Join now link and online join process
• Rotating highlighted text
• Large search box
• Promoting key events and their magazine
• Interactive links to key areas of the site
• Advertising space using google ads
• Corporate directory using google maps

BOARD OF ARCHITECTS OF QUEENSLAND
WWW.BOAQ.QLD.GOV.AU

KEY POINTS

• Making use of the new slider iPart
• 6 interactive quick links to key areas of the website
• Announcements section
• Find an architect search
KEY POINTS

• Making use of the new slider iPart
• Interactive quick links to key areas of the website
• Find an engineer search