

# Meetup Group Warmup Notes

Evening open discussion: Building, Improving, & Promoting social web 2.0 sites



**DC NEW MEDIA TECHNOLOGY - WEB 2.0 - VIDEO 2.0 - SOCIAL WEB - MEETUP GROUP**

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Some questions to get the conversation going, after the introductory “What are you working on?” chat:

## Building

Assuming that building a site is both technical and non-technical, how do you match up the two? In other words, as some meetup members have articulated, if we’re building a community site to scale to millions of members, how do we set up the right technology at the start to allow this type of growth?

Do you prefer (or plan to) build in increments, or try to get all major features of the website available at launch?

## Improving

Features – what types of features are people adding or want to add? Why were they not included earlier?

Traffic – what can be done to the site to help improve the amount of traffic, such as better search engine optimization, or tagging, or viral aspects (widgets, tell-a-friend, comments)

Monetization – this is the subject of a future meetup, but in terms of improving a site, what are ways to help increase page views, ad targeting, and overall interest in the site?

## Promoting

This could be an entire day or weekend session, including SEO, PR (both press release and public relations), and the evolving art of SMO (social media optimization)

Do you have a plan for ongoing promotion or is it scattershot or reactionary (“hey, we need traffic, let’s go get some in a hurry”)?

Use of off-line events and activities as part of promotion of online websites

## Other areas

How many people do you use for these types of site-building/improving/promoting activities? Do you need more?

How to anticipate and plan for those activities that scale up at the same rate as the growth in site activities or membership?

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Facebook group is: <http://www.facebook.com/group.php?gid=8228667033>