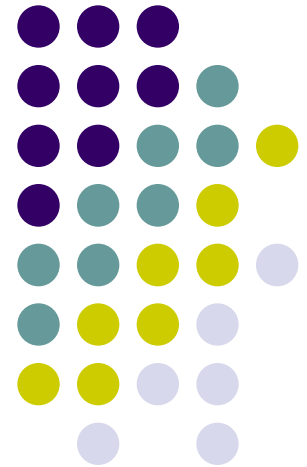


Effectiveness of Conservative.ca

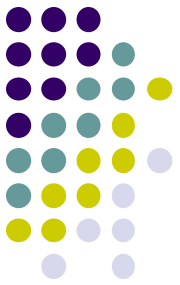
M
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Desai, Rujuta
Ho, Kathy
Luk, Cherry



STAND UP FOR CANADA



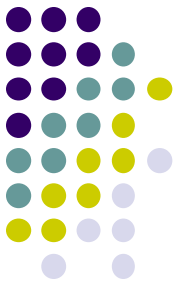


Criteria

- The website should...
 1. Appeal to first-time visitors
 2. Engage visitors, the community, and supporters
 3. Attract voters
 4. Be a useful tool, not just a site with a banner (technological sophistication)
 5. Give visitors and members a sense of security

1) To appeal to first-time visitors:

- Site is easy to use
- Good look & feel





HOME LEADER PARTY TEAM POLICY PRESS MULTIMEDIA LANGUAGE: [E](#) [F](#)



PM INAUGURATES NEW ST. STEPHEN BORDER FACILITY



Reminder to take advantage of Home Renovation Tax Credit



Conservatives investing in safety at Canadian airports

IGNATIEFF: ME!
IT'S NOT ABOUT YOU. IT'S JUST ABOUT HIM.

MOVING FORWARD

JOIN THE CONVERSATION

VIDEO

[PODCAST](#) [RADIO ADS](#)



DONATE	JOIN
HELP	SIGNS
SHOP	eNEWS

myCampaign

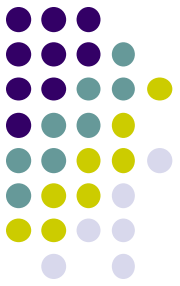
your virtual campaign office

LOGIN | JOIN

ACTION ALERT

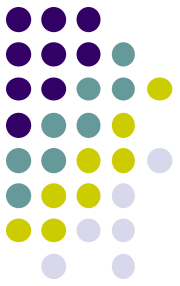
- Economy





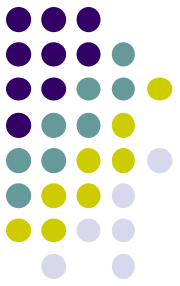
Easy to use...

- Languages
 - Effective:
 - English and French available
 - Ineffective:
 - No other languages available
- Provision for people with disabilities
 - Excellent provisions for colour impaired individuals



Easy to use...

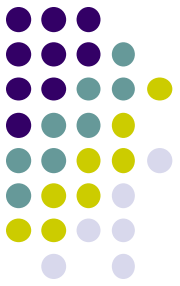
- Languages
 - Effective:
 - English and French available
 - Ineffective:
 - No other languages available
- Provision for people with disabilities
 - Excellent provisions for colour impaired individuals
 - Podcasts for the vision impaired



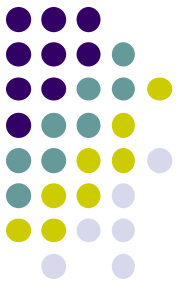
Branding, Look & Feel

- On the home page:
 - Photo of his family
 - Security – Airport safety
 - Economic concerns
 - Something about the opposition
- Other pages:
 - Information and photos of Harper, his family
 - Party principles/history and policy plans
 - Multimedia – Podcast and wallpapers

2) To engage the community...



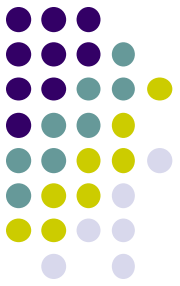
- Scope for Citizen Initiative
 - Sections for supporters:
 - myCampaign
 - E-volunteering
 - Missing:
 - Online forums for supporters
 - Blog
- Social Networking



3) To attract voters...

- Balance between self-advocacy and attack
- Balance among leader, party, policy
- Election readiness

Balance between self-advocacy and attack



- Effective
 - Self-advocacy:
 - Profile of Stephan Harper
 - Profile of Mrs. Harper
 - Attack:
 - Website of Ignatieff.me



SHARE ME! ON FACEBOOK THROUGH EMAIL MAKE YOUR COVER

CLICK HERE TO FIND OUT WHAT'S INSIDE

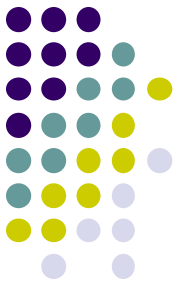


INTERNATIONAL EDITION

IT'S NOT ABOUT YOU.
IT'S JUST ABOUT HIM.

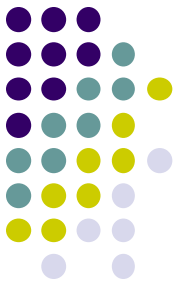


Balance between self-advocacy and attack



- Effective
 - Self-advocacy:
 - Profile of Stephan Harper
 - Profile of Mrs. Harper
 - Attack:
 - Website of Ignatieff.me
- Ineffective
 - Self-advocacy:
 - Articles should be credible: authors and source
 - Attack:
 - Limited articles, that only attack Ignatieff personally

Balance among leader, party, policy



- Appropriate Balance among the three important aspects
 - Focus on the leader

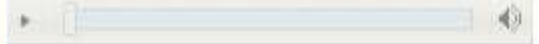
STAND UP FOR CANADA



[HOME](#) [LEADER](#) [PARTY](#) [TEAM](#) [POLICY](#) [PRESS](#) [MULTIMEDIA](#) LANGUAGE: [E](#) [F](#)



VIDEO



[PODCAST](#) [RADIO ADS](#)

Balance among leader, party, policy



- Appropriate Balance among the three important aspects
 - Focus on the leader
 - Focus on the party slogan and easy access to the core party platform

Canada.
Harper.



HOME

LEADER

PARTY

TEAM

POLICY

PRESS

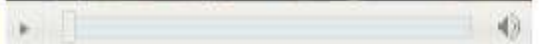
MULTIMEDIA

LANGUAGE: E F

- FOUNDING PRINCIPLES
- KEY DOCUMENTS
- HISTORY
- NATIONAL COUNCIL
- EMPLOYMENT OPPORTUNITIES



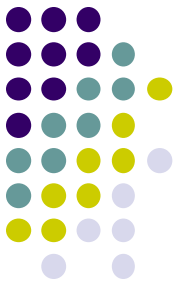
VIDEO



PODCAST

RADIO ADS

Balance among leader, party, policy

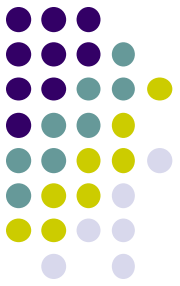


- Appropriate Balance among the three important aspects
 - Focus on the leader
 - Focus on the party slogan and easy access to the core party platform
 - Easy access to policy

[HOME](#)[LEADER](#)[PARTY](#)[TEAM](#)[POLICY](#)[PRESS](#)[MULTIMEDIA](#)LANGUAGE: [E](#) [F](#)[PLAN](#)[BUDGET 2009](#)

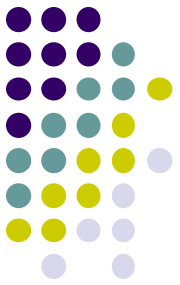
VIDEO

[PODCAST](#)[RADIO ADS](#)



Election Readiness

- Site not ready for elections
 - Send me a Sign
- A constant good image
- Consistent Updates



4) Technological Sophistication

•

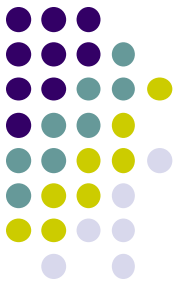


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```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ?
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-1039-1");
pageTracker._trackPageview();
} catch (err) {}
</script>
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pageTracker._trackPageview();
} catch (err) {}
</script>
</div></div> </div></div>
</html>
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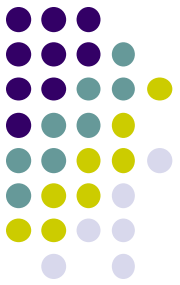
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5) Privacy Protection

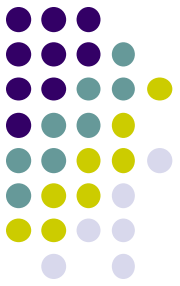
- Link is visible
- Personal information
 - Collected with
 - Used for comm
 - Not disclosed
 - Secured from





Recommendations

- Forums
- Blog
- Articles must be cited
- Languages other than English and French should be available



Conclusion

	Effective	Ineffective
1) Appeal to first-time visitors	12	2
2) Engage visitors, the community, and supporters	3	1
3) Attract voters	11	3
4) Technological sophistication	4	1
5) Security	2	0
	31	7