

 You forwarded this message on 9/17/2010 9:52 PM.

To help protect your privacy, links to images, sounds, or other external content in this message have been blocked. [Click here to unblock content.](#)

Mike McGinley

From: MediaPost Publications [news@mediapost.com]
To: Mike McGinley
Cc:
Subject: OnlineSpin: Who's The General Manager Of Your Homepage?
Attachments:

Sent: Fri 9/17/2010 7:42 AM

Friday, September 17, 2010

Who's The General Manager Of Your Homepage?

By Max Kalehoff

This week AOL appointed former NBC Universal exec Chris Grosso to the newly created post of "general manager of the Homepage."

Last week Max wrote "Excruciatingly Long Conference Call Passcodes."

Sandy Miller wrote in response, "It would be great if there was some way to link.

Just the way when you send a web site you can click on it and then go to the site.

If you opened the email you could click and it would dial in with the correct passcode for that call." If anyone figures out how to do that then I expect a piece of the profits.

I was intrigued by this announcement. Not because of AOL's decision to appoint Grosso, but because his title underscores the respect and authority that any homepage deserves.

Homepages are the virtual storefronts and front desks to so many businesses. It won't be long before no business can survive without a meaningful homepage.

Which is why it's shocking that -- even in 2010 -- so many homepages are sloppy, neglected and mismanaged. I see violations across all industries, from advertising agencies, to law firms, manufacturing holding companies, financial services companies, CPG, high-tech and even interactive specialist firms.

A lot of people think homepages don't matter that much. But they matter a lot.

In this hyped age of social media, syndicated content and apps-are-alive-and-the-Web-is-dead bologna, it is still your homepage that is the most reliable and potent online application for your business.

With few exceptions, the homepage lets you be discovered and found more than anything else in the digital world.

The homepage both reflects and forms your business's identity. It increasingly sets message and tone for all other presence.

The homepage is where high-intentioned customers and influential stakeholders go when they want "the source" or "the information of record." It is where they go when they want to "check you out" and verify that you are legit. It's where they go to obtain answers from real people at your organization, to find out what you sell, or even to get your phone number and physical location.

Meet Max Kalehoff at OMMA Global NYC!

Max Kalehoff will be there hosting and emceeding on September 27

at 9:00 AM. It's just one of many innovative, can't-miss segments at the show.
[Register today and save.](#)

The homepage is also the one place on the Web where you have complete control to attract, filter, engage and measure your stakeholders on your terms, with great precision.

And because it's the one high-profile place where you have complete control, it's also where you're judged with most scrutiny.

It's one of those places where you can do really well, or completely blow it.

And that's why every business homepage needs a general manager.

It should not be a hobby or an afterthought.

It must be a strategic priority, passionately owned by a senior-level executive.

[This commentary is insightful. I recommend it to others.](#)

[Post your response to the public Online Spin blog.](#)

[See what others are saying on the Online Spin blog.](#)

Max Kalehoff is vice president of marketing for Clickable, an award-winning solution that makes search & social advertising simple. Contact him [here](#).

Do you have strong opinions and inside knowledge about the topic of this newsletter -- and do you want to share your insights, observations and points of view regularly with the readers of MediaPost? To be considered as a MediaPost contributing writer, please send pertinent info about your credentials, plus several column ideas and one example of your writing on the topic, to pfine@mediapost.com. Please see our [editorial guidelines](#) here first.

Online Spin for Friday, September 17, 2010:

http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=135906

You are receiving this newsletter at mike@sroconsultants.com as part of your free membership with MediaPost. If this issue was forwarded to you and you would like to begin receiving a copy of your own, please visit our site - www.mediapost.com - and click on [subscribe] in the e-newsletter box.

For advertising opportunities see our online [media kit](#).

If you'd rather not receive this newsletter in the future [click here](#).

We welcome and appreciate forwarding of our newsletters in their entirety or in part with proper attribution.

(c) 2010 MediaPost Communications, 1140 Broadway, 4th Floor, New York, NY 10001
