

Enhancements to the RFID Journal Web Site

We've added two new sections to the Web site and made other changes to help readers find the content they're looking for.

By Mark Roberti

July 9, 2007—At RFID Journal, we have always worked hard to provide the highest quality content for our readers around the world. We constantly receive feedback from readers and try to tailor our content to the needs of our audience, while also making that content accessible and easy to find. This week, in an effort to achieve both goals, we are happy to introduce several changes to the Web site.

As RFID technology evolves, we gain new readers at different points along the spectrum. Some are just starting to explore RFID and want to know what it is, how it works and what it can be used for; while others need to know how companies can use the technology to improve the way they do business. And now, many readers are looking for information about how they can deploy the technology cost-effectively.

We have a great many articles about what RFID is and how it works (see [Get Started](#)). And we will continue to write news stories and in-depth case studies to show how companies are using the technology to improve the way they do business. For now, we've added [How-To](#) and [Best Practices](#) sections to serve the needs of readers who are further along the adoption curve.

In the How-To section, you'll find articles and videos that provide sound advice on a variety of implementation topics. Under Best Practices, the experiences of early adopters will help you discern what works and what doesn't. Both sections will save you time and money, and both are available to Premium Members of the Web site at no extra cost.

We've always worked to make it as easy as possible for folks to find the information they seek. To that end, we have organized all our stories by vertical industry. For instance, if you click on [Apparel & Footwear](#) at the top of any Web page, you will see news, features and case studies related to that industry. We have also sorted articles by specific topics, such as [Standards](#) and [Security and Access Control](#) (for a full list of topics, see [View Articles by Topic](#)).

RELATED_ARTICLES But as the amount of content on the Web site continues to grow, we needed additional ways to help readers find the information they need quickly. Thus, we have now indexed all articles on the site by keywords (see [RFID Articles By Keyword](#)). With the keyword option, we've taken the most common search terms people use to find RFID articles and created one-click access to all articles on that topic. Want to find articles on Boeing's RFID projects? Click [RFID Boeing](#). We can create an index for any keyword, so the page will keep evolving as we see new keyword searches becoming popular on the site.

At RFID Journal, we constantly strive to meet the needs of our readers. So if you have any suggestions, please feel free to e-mail them to us at editor@rfidjournal.com.

Mark Roberti is the founder and editor of RFID Journal. If you would like to comment on this article, click on

the link below.

Copyright ©2005 RFID Journal, Inc. All Rights Reserved