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A Revamped RFID Journal Website

For the past year, RFID Journal has been working to revamp and upgrade our website. Our goal was simple: to make it easier for readers to find news stories, premium content and other information relevant to their needs.

This was not as easy as it sounds. We've always had a lot of content on our site. In addition to news, there are featured stories, case studies, how-to articles, best practices, event and webinar recordings, special reports and much more. Making all of this content easy to find, based on the individual needs of each reader, posed quite a challenge. A person in the oil and gas extraction business, for example, would have very different interests related to RFID than, say, someone at a retail company or a hospital.



We will continue to post news stories daily, along with new premium content on weekends, as we have been doing for nearly 20 years, but we have streamlined our navigation. The long left-hand navigation rail has been replaced by a simpler bar across the top of the website. Readers can quickly click on the News, Editor's Notes, Expert Views or Premium sections of the website to view posts in those categories.

We've consolidated the navigation to industries and topics under one page. Readers can click on the Industries/Topics tab in the top navigation area and view all the industries and topics we cover (we cover others not listed, though having too many buckets would only complicate the navigation). From this page, visitors can click on a particular industry (automotive, defense, manufacturing, retail, etc.) to read all the stories we've published about that sector. They can also click on specific topics of interest, such as employee tracking, inventory and warehouse management, sensors or supply chain.

Under Tools & Resources in the top navigation bar, you will find links to upcoming events, videos of recorded presentations, white papers, our glossary, frequently asked questions, our Ask the Experts section and other resources. The interface to our recordings has been dramatically upgraded. You can now filter the 2,000-plus recordings of case studies, webinars, virtual events and other event presentations by year, topic, industry or specific event (RFID

Journal LIVE!, for example).

All of the premium content—case studies, best practices, how-to guides and our magazine archive—are now under a single Premium navigation link.

I hope that you find the new website easier to navigate. If you have any comments or suggestions, please feel free to send them to me at editor@rfidjournal.com.

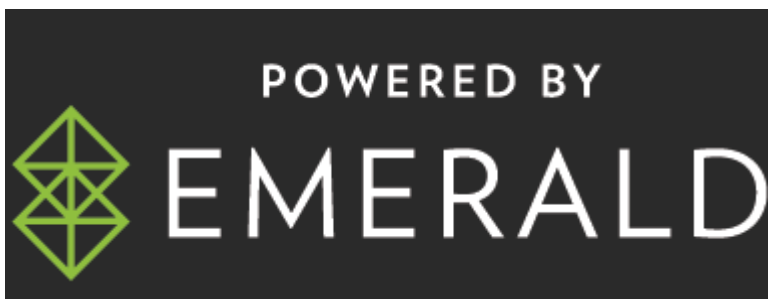
Mark Roberti is the founder and editor of RFID Journal.



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