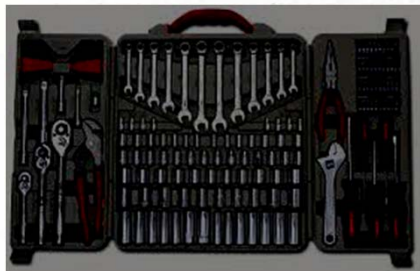# *Harnessing the power of the web*

Harnessing the power of the web

Harnessing the power of the web
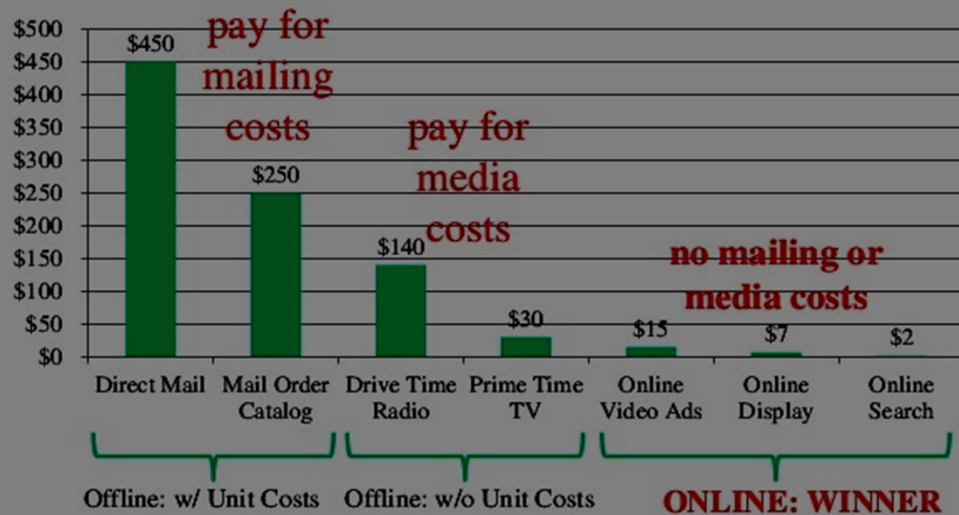
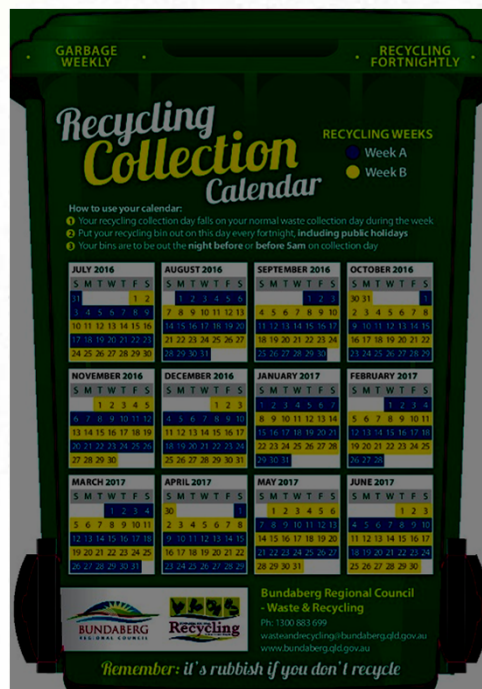# *Harnessing the power of the web*

Harnessing the power of the web

Harnessing the power of the web

Having a single place that the majority of people could access up-to-date information was a key outcome of the survey.

Also tracking and reporting on how the tool was being used allows staff and management to continue to support and justify the time spent on the site and the costs of deploying it to the community.

So what should you focus on for your recycling website

Where do people get good recycling information that they trust?

Harnessing the power of the web

Harnessing the power of the web

- [Nearly Half of U.S. Adults Do Not Have Information on Recycling Available to Them](#)

- [Mark Carpenter | Jan 04, 2017](#)

Conclusion

Most people trust the information that their local government website provides them.

As government branding continues to evolve, this trend will continue and government websites will continue to be the dominant way that customers look for recycling information.

Municipal Recycling Websites

Recycling Website-Do's

Do's for Municipal Recycling Websites/Apps

- Put your waste and recycling information up front (not buried deep in a municipal omni-site).

- If you have to be part of a bigger website, buy a URL and redirect it to your section of an 'omni-site'.
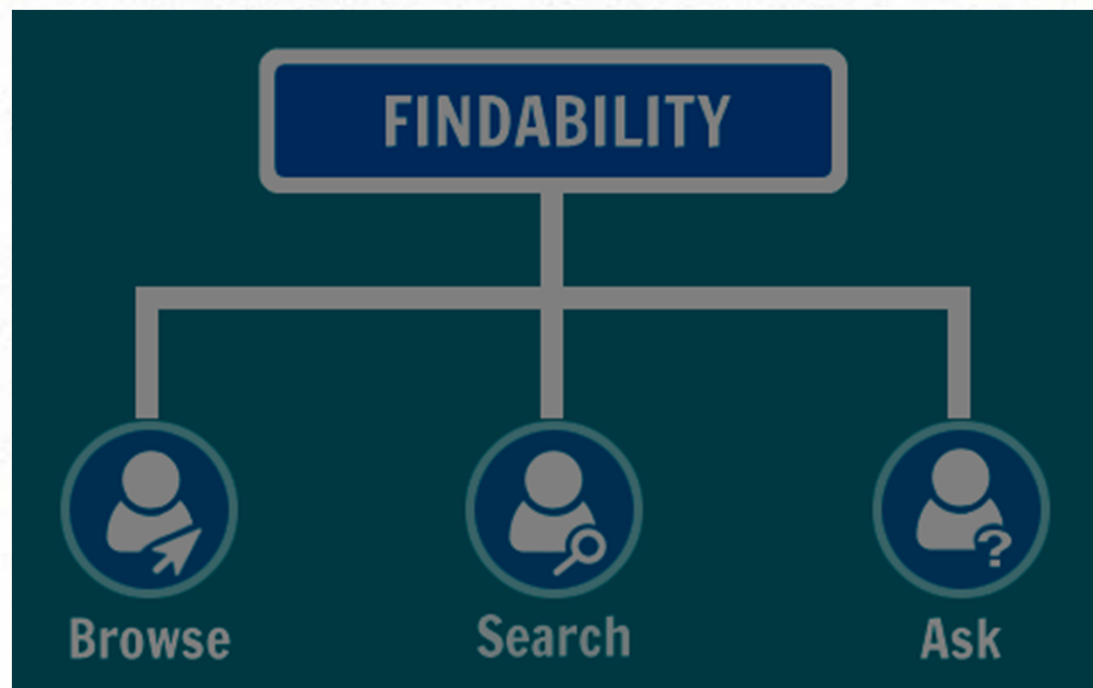
Recycling Website-Do's

Do's

- Check your site monthly for typo's, broken links, content changes. The worst thing you can do to a website is have out of date, inaccurate, or broken information on it.

- Make it easy to navigate intuitively (the way people think and act).
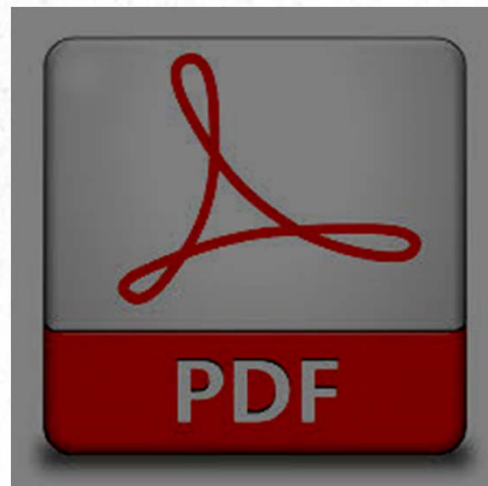
Harnessing the power of the web
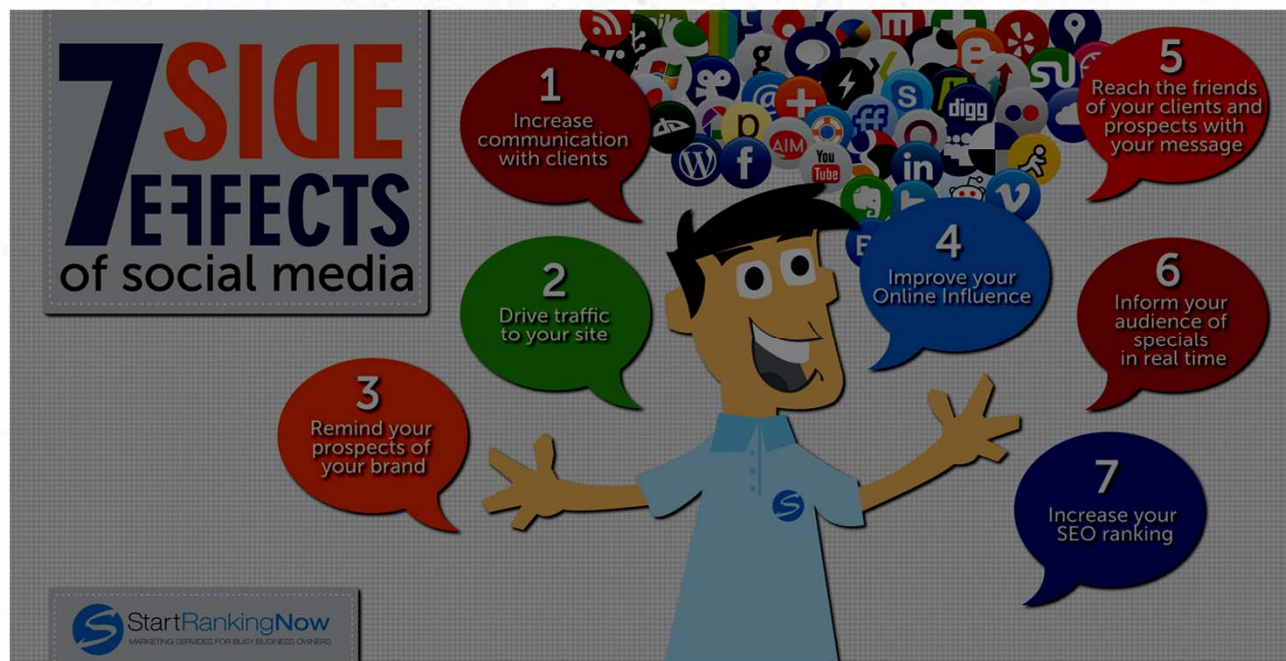
Harnessing the power of the web

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Harnessing the power of the web

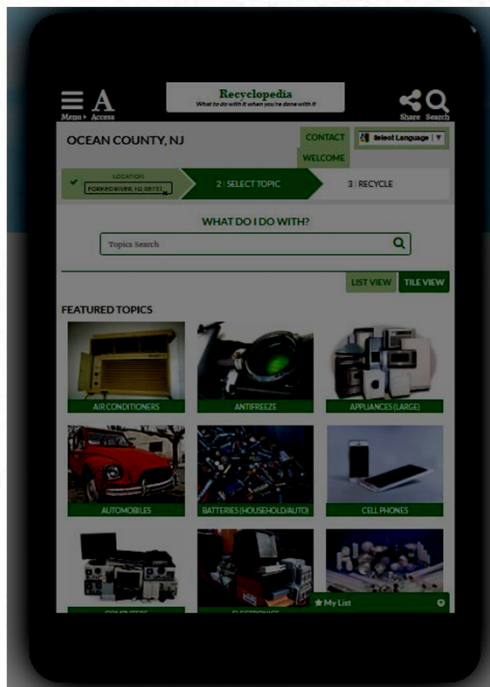# Harnessing the power of the web

Harnessing the power of the web

Harnessing the power of the web

Questions

What service do I need? What does it need to do?

What Service to I need? What will it do for me?

Recyclopedia

- Guide+Directory+Map

- Municipal programs +

- community programs

- Comprehensive1000+ items & materials

- Crowd-sourced directory to reduce your setup and upkeep work.

How good does the website have to be?

- People expect a professional product

- Designed by professional product architect
- Functional-navigation is really important
- Social media needs to be built in
- Must be Search Engine friendly
- Multilingual 100+ languages (Google Translate)
- Mobile friendly->60% of web traffic
- Widget available (to work from your website)
- Fast loading (twitch factor)
- Maintained and improved as part of the service

Economy of Scale for 'Generic &Complex' Buy Situations

|	

How much will it cost?

Recyclopedia Component Price

- $1K-$2K-$3K-$4K-plus

- 3 service levels

–Do it yourself with our help (+$0)

–Plus marketing (quote)

–All inclusive (quote)

Harnessing the power of the web

The people behind the company

- Environmental field starting 1967

- iWasteNot Systems begun 2003

- Personally committed/Family company

- Clients include EPA, States, Provinces, Cities, Universities, Agencies, Non-Profits

- 7 Environmentally friendly servers

- load balanced
- redundancy
- About 30 reuse & recycling clients

- Relaunching and Growing

IwasteNot Systems
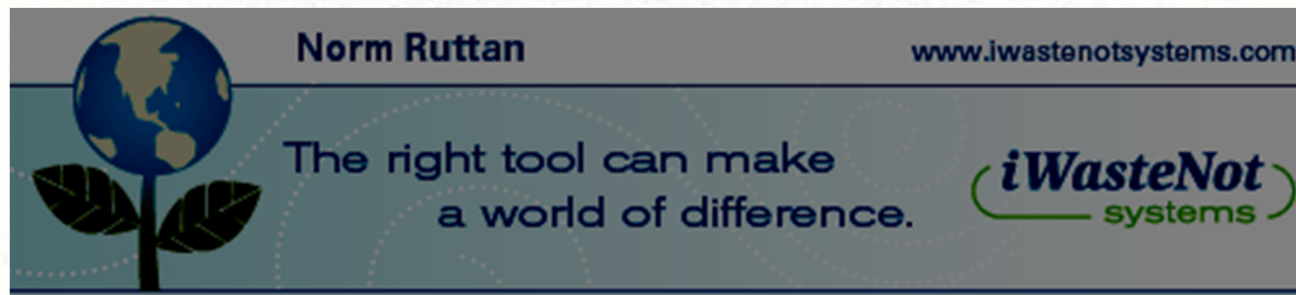
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