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WELCOME

TO THE WEBSITETOLOGY SEMINAR. WE ARE THE BEST SEMINAR ON WEBSITES IN THE ENTIRE WORLD, GIVEN BY THE WORLDS GREATEST AD AGENCY. OUR CEO, PRESIDENT, CHIEF CREATIVE OFFICER, FUTURIST AND HEAD TECHNOLOGIST, DAVID ESRATI IS HERE TO TELL YOU ALL ABOUT HIMSELF.

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NOTE: THIS ENTIRE SLIDE PRESENTATION, AND OTHER MATERIALS, ARE AVAILABLE AS DOWNLOADABLE PDF's WITH LINKS AT:

WWW.WEBSITETOLOGY.COM/RESOURCES

PAPER IS DEAD

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RULE # 1

IT'S NOT ABOUT YOU, YOUR COMPANY, OR ABOUT HOW GREAT YOU ARE.

RULE # 2

CUSTOMERS ARE NOW IN CONTROL.

DO NOT MAKE THEM MAD

[THEY CAN HURT YOU]

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Apple iPod Nano 1st Generation

“Complaints grew rapidly after one disgruntled customer set up a website, flawedmusicplayer.com, to air his frustrations.”

http://www.theguardian.com/technology/2005/sep/29/news.newmedia

Laurel Lane
AdCritic.com

Internet Basics 1

ACCESS

- ISP: FUSE, RR, ATT
- MODEM, DSL, CABLE, 3G- 4G Speed
- Most include e-mail (BAD)

HOSTING

- Domain name
- Server type
- Shared/dedicated
- Type of site (active)
- E-mail, tools

Servers

OMPACT,

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Internet Basics 2

URL Registration

- Registrars: Network Solutions, GoDaddy, ENOM
- TLD- .com, .org, .biz, .almostanything
- Lookups are distributed (cache)

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Browser Options

- Internet Explorer
- Firefox
- Safari
- Chrome
- Opera, Camino, Lynx, etc.

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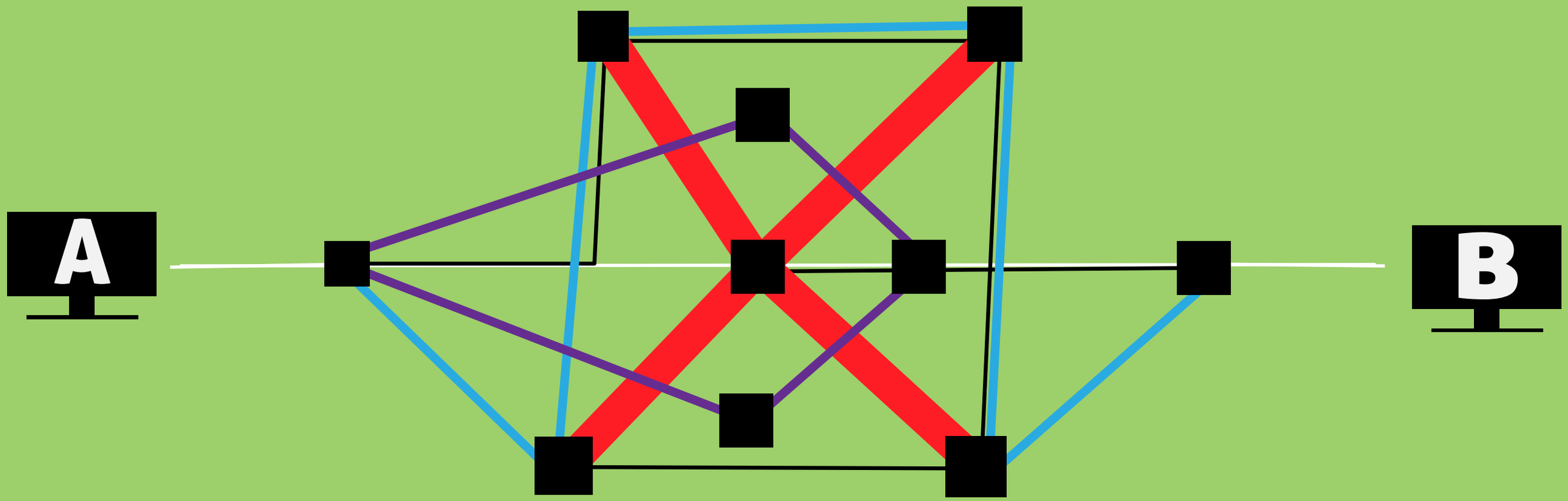

10 Gbps		Top Level - Backbone
44.736 Mbps		T - 1 Service Provider
1.544 Mbps		ISP'S - University & Corporations
768,000 Bps		Local Computer Connection

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Hosting basics:

- Serving platforms
- Control panels
- Stats
- Connectivity/redundancy
- Researching: DNSstuff.com, MxToolbox, Whois, ARIN.net

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THERE ARE ONLY 5 WAYS PEOPLE COME TO YOUR SITE

- You spend a lot of money promoting your url. i.e. www.sony.com
- Someone links to you (referral)
- Search
- RSS
- QR Code

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RSS

- Really Simple Syndication
- Push
- Eliminates the need for Bulk e-mail

WEBVIEW

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HOME | SITE INSTRUCTIONS | COMMISSION | FREE BOOK | SUBSCRIBE

[D] Esrati

If you believe in Change, If you believe in Dayton

Esrati on Twitter: "Y do software updates always seem 2 take longer when u have stuff 2 do? This is the modern watched pot not boiling." - **35 minutes ago**

Should Bill Nuti still have a job?

Esrati

David Esrati has been blogging since 2005 about Dayton OH and how to improve it. Issues include sprawl, economic development, education, taxes, politics and where to have a good time in Dayton.

1. Should Bill Nuti still have a job?

The jobs leaving Dayton are one thing, the driving force for them leaving are another.

If I was an NCR shareholder, I'd be looking at this move and wondering- besides the tax breaks, what competitive advantage does moving to Georgia offer. $60 million is chump change to a company that pulls down $5 billion a year. There has to be more to it.

Comparing cost of living in Dayton to Atlanta: Dayton wins.

Cost of commercial real estate in Dayton: Dayton wins.

Cost of moving 1200 people to Georgia, or filling positions of those who won't move? Staying in Dayton wins.

Traffic congestion: Dayton wins.

Access to water, which is already a big problem in Georgia, South Carolina and northern Florida: Dayton wins.

Yes, you can get on a flight direct to Shanghai in Atlanta- but, have you ever heard of teleconferencing? I'm sure Nuti knows about it- since he tried to manage NCR from NYC, where he also entered NCR into a high rent office so he could chum around with his other CEO buddies.

And, last but not least, lets look at the company performance under Nuti- who took the helm on Aug 8, 2005. Besides a bump for selling off Terradata, the crown jewel of NCR's technology portfolio, he's lost about 2/3rds of its value.

Take a look at the stock chart: http://finance.yahoo.com/echarts?s=NCR#chart2:symbol=ncr;range=20050808,20090602;indicator=volume;charttype=line;crosshair=on;ohlcvalues=0;logscale=on;source=undefined

For this, he takes home at least $4 million a year. On an hourly basis, that's almost $2K an hour. Shareholders, are you paying attention?

Lose Bill Nuti, stay in Dayton and ride out the economic downturn. This move could be suicidal for NCR, but Bill Nuti will still do just fine.

2. It's time for you to do something about corporate welfare

Politicians make lousy venture capitalists.

The idea that government incentives can keep, or bring jobs to a community in an auction which pits one community against another is insanity.

I thought I'd share my thoughts on NCR moving to Georgia with you via video- please remember, no teleprompter, camera operator or edits- this is just a face-to-laptop recording.

Click here to view the embedded video.

I highly recommend endorsing the ideas presented by The New Rules Project: Eliminate Subsidies for Big Business

It's time to contact every legislator you know and call for an end to this practice of corporate welfare.

Tuesday, June 2, 2009 9:05 David Esrati

3. As NCR leaves, our "leaders" forget their spines

I'm waiting for just one elected politician to stop and say, "Wait a second, before you leave, how about you pay us back all the breaks we gave you."

But, it's not going to happen.

As P&G announced that they were going to collect Iams and whisk them down to Mason, no one said, "But, you are still getting a tax abatement from us, if you renege, we want it back." In fact, a case could be made that Iams' former CEO Clay Mathile, and recipient of $2.1 billion from P&G should have repaid the citizens of Vandalia for their investment in Iams with the abatements that were granted his company.

As Georgia buys our 2nd largest employer out from under us, we should be declaring war against the peach state. Using tax dollars to poach jobs should be a federal crime.

As NCR announces that they're pulling out, we've got the Governor waving your hard-earned money at them, a state senator waiting until the official announcement, and a county commissioner first complaining

80/40 RULE™

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Search is critical

- 80% of internet traffic begins at a search engine.

source: Harris Interactive

- 41% of web users use search for simple navigation, even when they know the url

source: DoubleClick

Mozilla Firefox Start Page
http://www.google.com/firefox?client=firefox-a&rls=org.mozilla:en-US:official
Google
Design
RSS Feeds
Local
Clients
News and Info
Press It - Blogosopher
FindSounds - Search ...
Firefox Start
Google
Web
Images
Groups
News
Maps
Advanced Search
Preferences
Google Search
Customize Firefox to work your way with free Add-ons - add anything from weather forecasts to music players.
About Mozilla
Done

GOOGLE IS ALL THAT MATTERS

87.2%

Links from an Internet Search Engine

19 different referring search engines	Pages	Percent	Hits	Percent
Google	9430	87.2 %	14792	89.9 %
Yahoo!	691	6.3 %	781	4.7 %
Microsoft Bing	454	4.2 %	521	3.1 %
AOL	79	0.7 %	81	0.4 %
Google (Images)	45	0.4 %	85	0.5 %
Unknown search engines	40	0.3 %	42	0.2 %
Ask	33	0.3 %	33	0.2 %
Dogpile	7	0 %	7	0 %
Microsoft Windows Live	6	0 %	9	0 %
MyWebSearch	5	0 %	24	0.1 %
Earth Link	4	0 %	4	0 %

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Google

- Originally called “BackRub”
- “Page Rank” = Larry Page’s algorithm
- Bill Gross had the big revenue idea
- Customer experience is paramount

It's not a search engine!

- Google is a results engine
- Results come from Cache
- Algorithms predict what they think you want
- 2 types of results: paid and organic
- Results change depending on how hot the subject is
- Results are personalized based on your search profile, location, browsing history

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Personalized

Windows 8

Windows?

Other search engines

- Bing

Paid Placement vs. Organic

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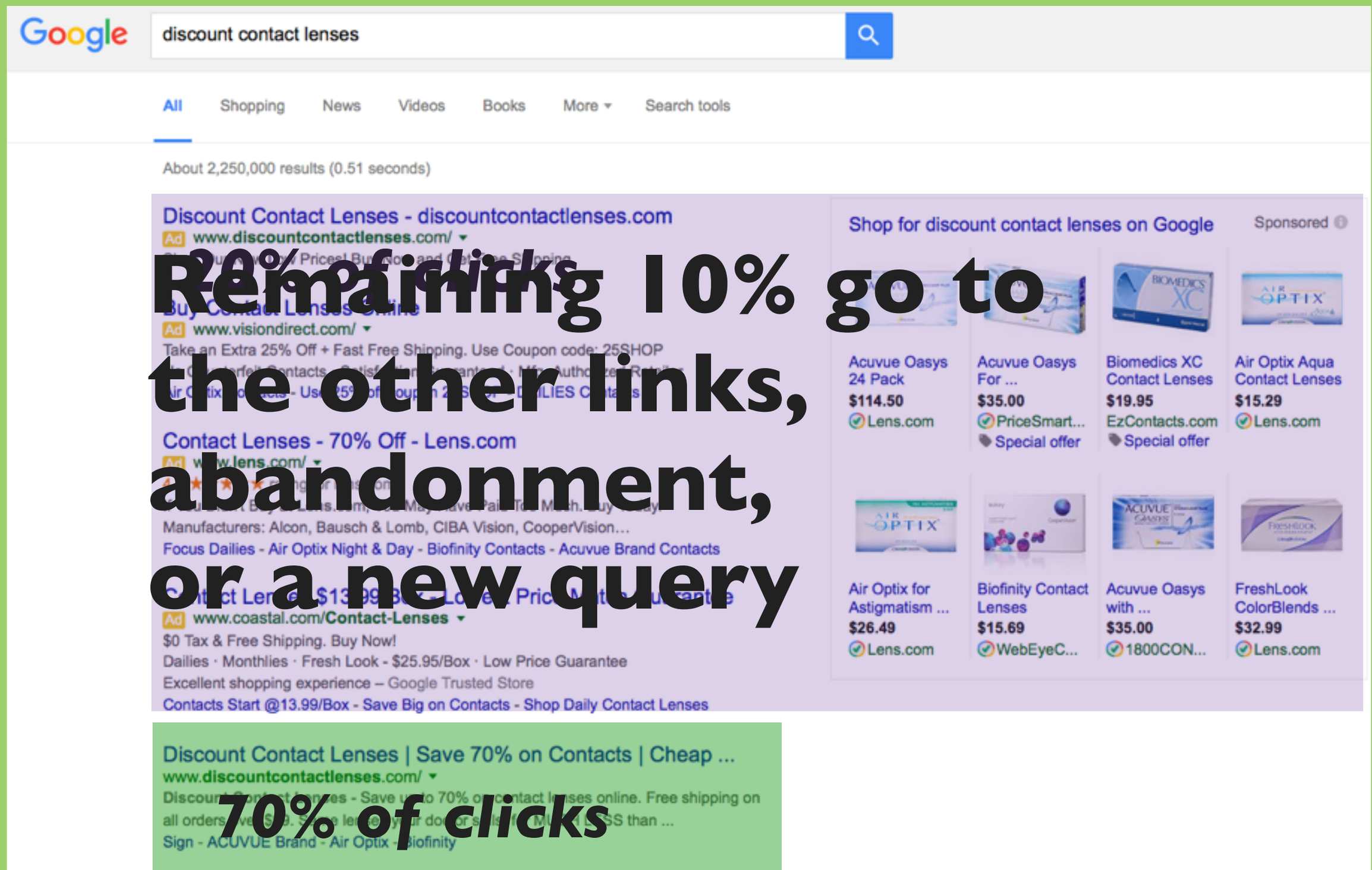

20% of clicks

Remaining 10% go to the other links, abandonment, or a new query

70% of clicks

Search = Use = Commerce

- "Search Engine optimization" = voodoo
- "Sites" and front doors are now history
- First page of results or bust
- The Expert Economy

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I Google, therefore I am.

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What do these 2 have in common?

BOTH ARE BLIND

Google

What Google likes:

- Descriptions for blind people (meta-data: links, photos, logos)
- Relevant text, keywords, locations
- Fresh content
- Quality links in

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What Google doesn't like:

- Flash, things that move, frames
- Manipulation
- Stale content
- Appearance (it doesn't care)

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How to evaluate your current site:

- Go to google, type in: site:yourdomain.tld
- Evaluate results- compare to your competition
- Can you bookmark every single page?
- Is there an RSS feed?
- Is there a place for your customers to contribute?
- Do you have webstats? Do you check them?
- Is there a search box

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If you think your ad agency has a clue about how to do this- watch the following.

"The

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What you have to do:

- Build a site that everyone can use
- Understand and optimize for search
- Create community with your customers
- Maintain and update it yourself
- Outsmart your competition
- Save a ton of money

How to analyze your content

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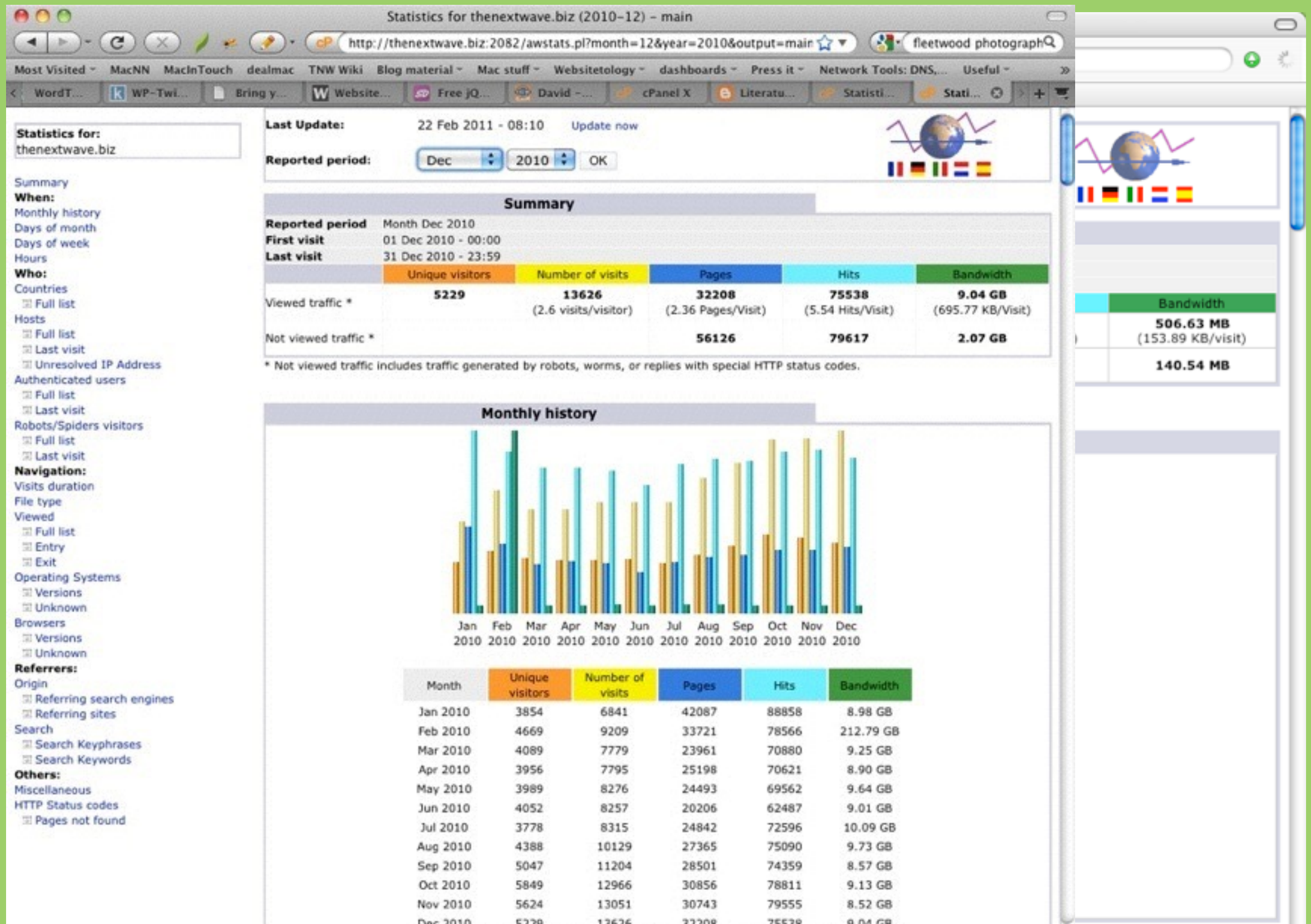

ANALYZE YOUR KEYWORDS

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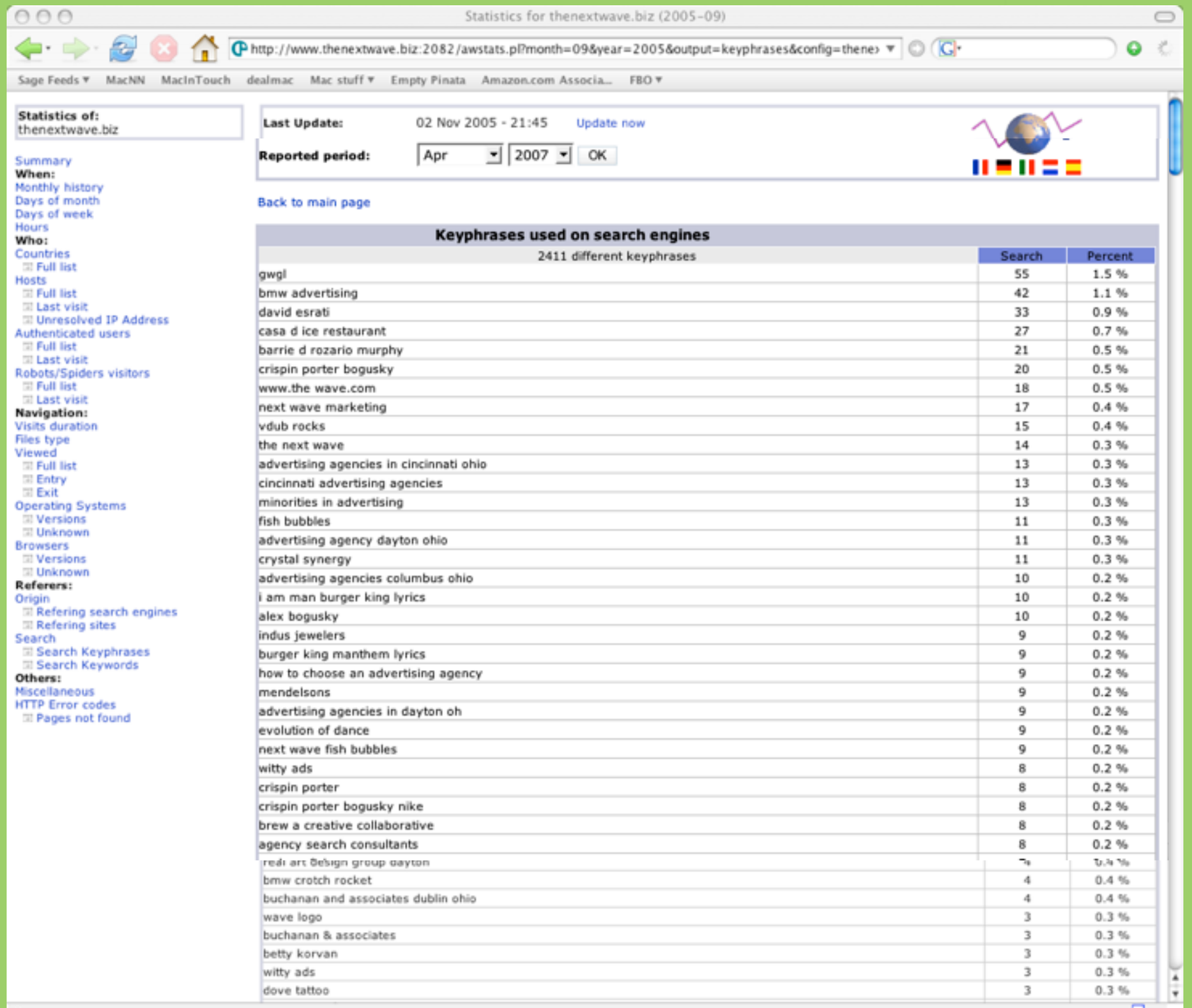

SORT YOUR KEYWORDS

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Someone needs a better website!

93	brilliant marketing	1	0.10%
94	buchanan & associates	3	0.30%
95	buchanan & associates 6170 riverside drive dublin ohio	1	0.10%
96	buchanan & associates advertising	2	0.20%
97	buchanan & associates columbus	4	0.40%
98	buchanan & associates columbus ohio	1	0.10%
99	buchanan & associates dublin	3	0.30%
100	buchanan & associates dublin oh	2	0.20%
101	buchanan & associates in cincinnati ohio	1	0.10%
102	buchanan & associates ohio	5	0.60%
103	buchanan and associates	3	0.30%
104	buchanan and associates advertising	1	0.10%
105	buchanan and associates columbus	1	0.10%
106	buchanan and associates columbus ohio	6	0.70%
107	buchanan and associates dublin ohio	4	0.40%
108	buchanan and associates in dublin ohio	1	0.10%
109	buchanan and associates ohio	2	0.20%
110	buchanan and associates riverside ohio	1	0.10%
111	buchanan associates	1	0.10%
112	buchanan associates design ohio	1	0.10%
113	buchanan associates dublin	1	0.10%
114	carry on wayward son file sharing	1	0.10%
115	category advertising agencies & counselors	8	0.90%
116	centerville ohio graphic design	3	0.30%

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Common mistakes

- Static entry page, static content
- Using Flash - a language that doesn't work on iOS devices
- Removing content (or moving it)
- Not updating often
- Navigation (no search)

TRUNK MONKEY

Web 2.0 concepts

- Content is separate from presentation
- Community is key
- Your customers control your brand

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What is a Blog?

WEB LOG

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Note: personally, I hate the word blog and wish it would die a quick death.

It is a website. Utilizing a sophisticated Content Management System (CMS)

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Why blogs are important:

- Updated frequently
- Good clean code: W3C, CSS
- Low cost
- High interactivity: RSS
- Search engines love them

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Talking in code

- HTML - Hyper Text Markup Language
- CSS - Cascading Style Sheets
- W3C, 508, Meta data

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What is Open Source?

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Open Source Code

- Free to use, modify, add to, enhance
- Many developers, working for love
- Size of community usually correlates to quality
- Becoming a way of life
- Linux, WordPress, CiviCRM, Zurmo

Open Source Business

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Active web site - Back end database

- Content management system
- Searchable
- Editable
- Live

Interaction - live.

- Comments - what someone says on your site
- Trackback - when someone quotes your site on their site

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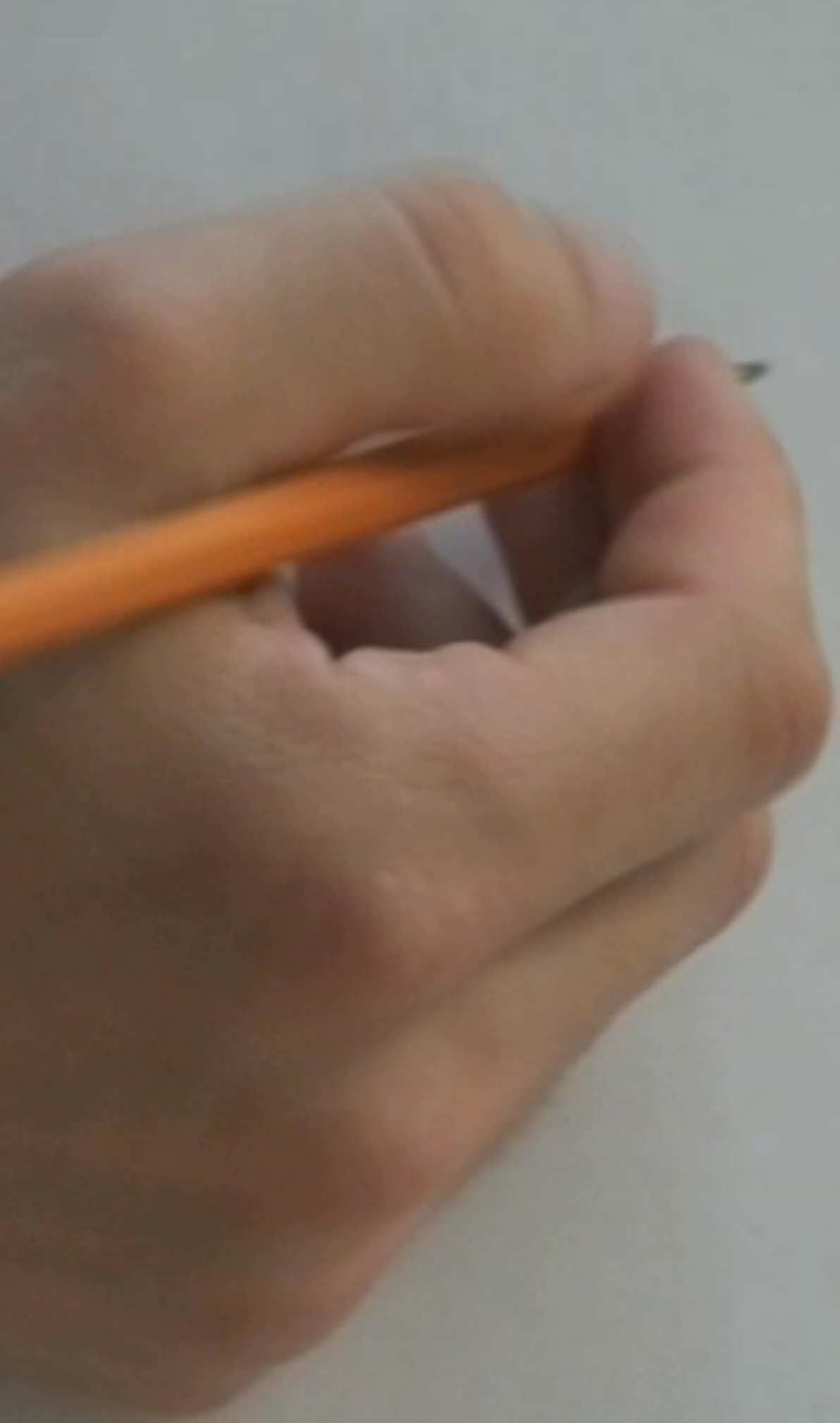
Smart software

- Server side software
- Automatically notifies search engines
- Time stamped, reverse chronological order
- RSS
- Themes/CSS



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WordPress

.com

- hosted blogging platform
- limited customization
- no e-commerce
- free hosting
- pay for upgrades

.org

- software repository
- Infinite customization
- e-commerce capable
- you pay hosting
- you own your content

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WordPress

- Is an Open Source, Content Management System
- It is an actively driven database application
- RSS is included
- Community can be included
- It pings Search Engines, every time you post

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WordPress

- Resides on a server running PHP, MySQL, Apache
- Works best with Firefox
- Requires no other software except a browser
- Allows multiple authors
- Creates legal code automatically
- Uses CSS for themes

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How to get to #1 in Google

- Alt tag for the blind
- Google alerts on key phrases
- Search your terms- write about top posts
- Use Categories smartly
- Update often
- Build relationships (links)

Posts, Pages, Categories, Tags

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a post is a news item that is in reverse chronological order. It has RSS

a page sits at the top level of navigation and is always available

categories group posts by subject topic and create “super pages” for search. Categories can also have RSS

tags link posts by keywords creating an index. They don’t have an RSS feed.

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THE "TOP SECRET" REASON WHY GOOGLE LOVES BLOGS FOR CONTENT MANAGEMENT

52 to the 52nd power

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THE WEB WILL REPLACE OR TRANSFORM

NEWSPAPERS TELEVISION MAGAZINES

BROCHURES RADIO DIRECT MAIL MOVIE THEATERS

REGULAR MAIL TELEPHONE BOOKS TEXTBOOKS

LIBRARIES BOOKSTORES BOOKS SCRAPBOOKS

SHOPPING MUSEUMS ADVERTISING

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Why is it changing everything?

- Democratizing media
- Low cost entry to global markets
- Exponential social networking
- Information is power
- Bits not atoms

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BITS

NOT

ATOMS

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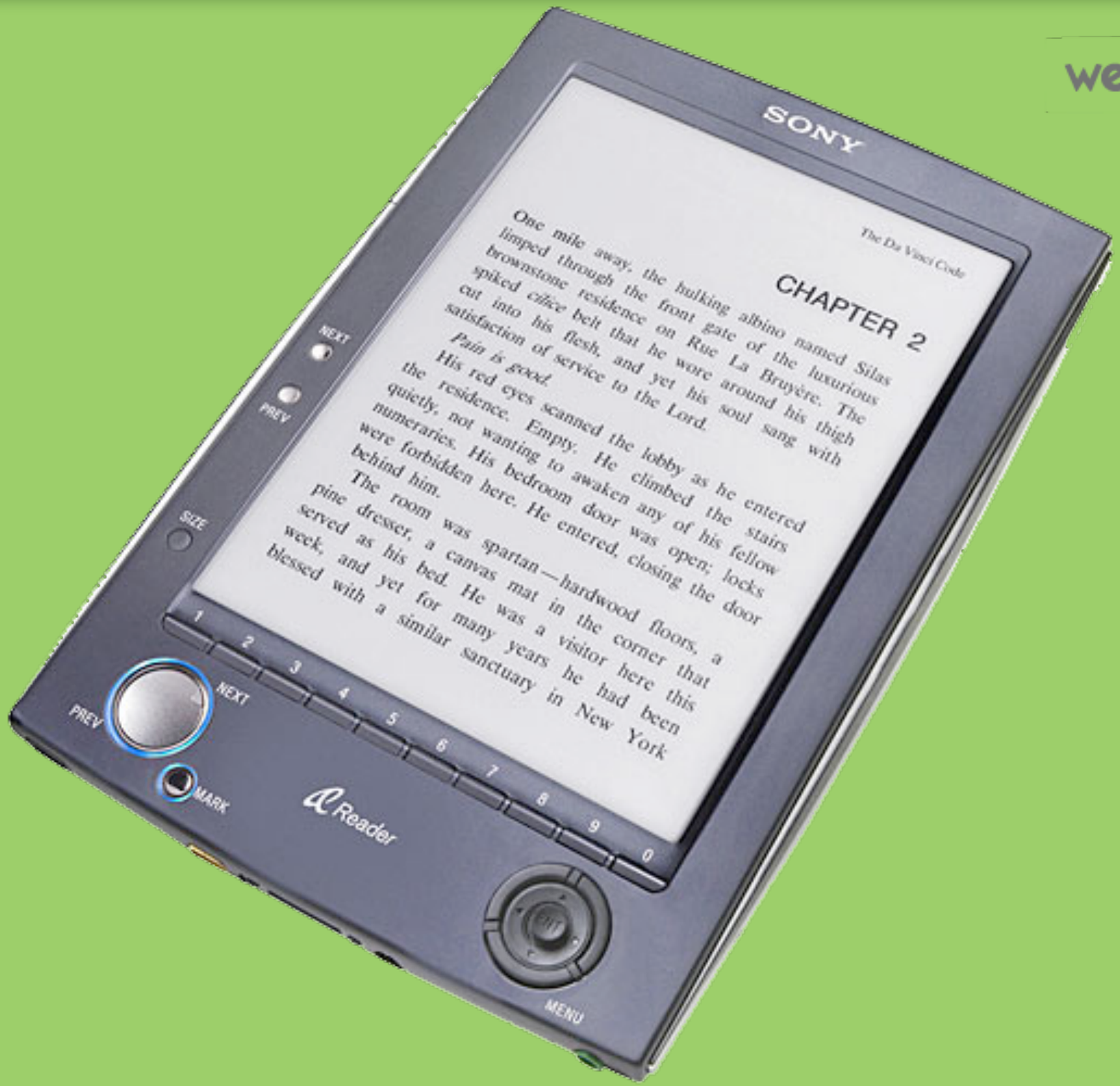

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TV Shows

Account: esrati@thenextwave.biz

Inside the Music Store

TV Shows

Browse
Power Search

Podcasts
Audiobooks
iMix
Billboard Charts
Radio Charts

Currently On See All

Turn of the Screw Blade: The Series	NASCAR AMD At the Glen ... NASCAR	New Age 30 Days	Mind of Mencia 213 Mind of Mencia
Re-Bios / Dave Coulier Hi Jinks	Episode 4 Who Wants to Be a Superhero?	Waste Not, Want Not Project Runway	Episode 717 Big Brother

Today's Top TV Shows

1. **Waste Not, Want Not**
   Project Runway
2. **That's So Suite Life of Han...**
   The Suite Life of Zack & Cody
3. **You're So Vain, You Proba...**
   Hannah Montana
4. **Weekend Warriors**
   Psych
5. **Episode 4**
   Who Wants to Be a Superhero?
6. **Kyle Got Game**

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Either join Communities- or have your own

- Yahoo groups, Craigslist
- Wikis, BB's, NewsGroups
- Social networks: Facebook, Linkedin, Twitter
- Etiquette

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Social Media Tools

YouTube

facebook

twitter

Linked in

Pinterest

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Good e-mail etiquette

- Subject
- Signature
- Sending options
- Attachments vs. links (dropbox, senduit)
- Verify before forwarding

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E-mail broadcast

- What is SPAM/ CAN SPAM
- HTML e-mail
- Mail lists/ Mailing software
- Opt-in
- THE END OF BULK E-MAIL

Mailing program

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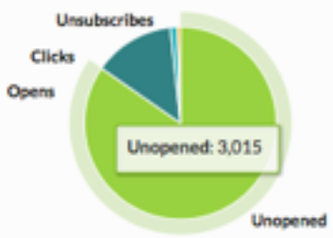
Engagement



Top Clicks

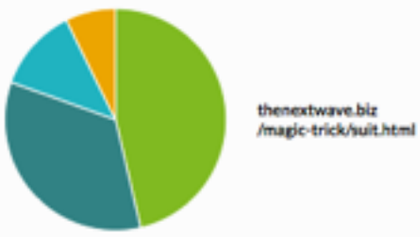
Wagner Insurance Agency - Phil Parks	pparks2@gmail.com
SP Consulting - Daniel Z. Sands, MD, MPH	danny@drdannysands.com
Ohio SBDC at The Entrepreneurs Center - Pat Newcomb	pnewcomb@tecdayton.com
100% Retired - Bob Wangen	robertwangen@gmail.com

Domains

Top Domains

gmail	660
yahoo	305
aol	212
hotmail	106
sbcglobal	91

Link Clicks



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websitetology.com/our-websitetologists/url/events/websitetology-100-11-february-2016	3

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Your Account is Suspended For Security Reasons

Get Mail | Write | Address Book | Reply | Reply All | Forward | Delete | Junk | Print | Stop

Subject: **Your Account is Suspended For Security Reasons**
From: administrator@thenextwave.biz
Date: 10/27/05 12:31 PM
To: addrkatrinadd@thenextwave.biz

Dear Thenextwave Member,

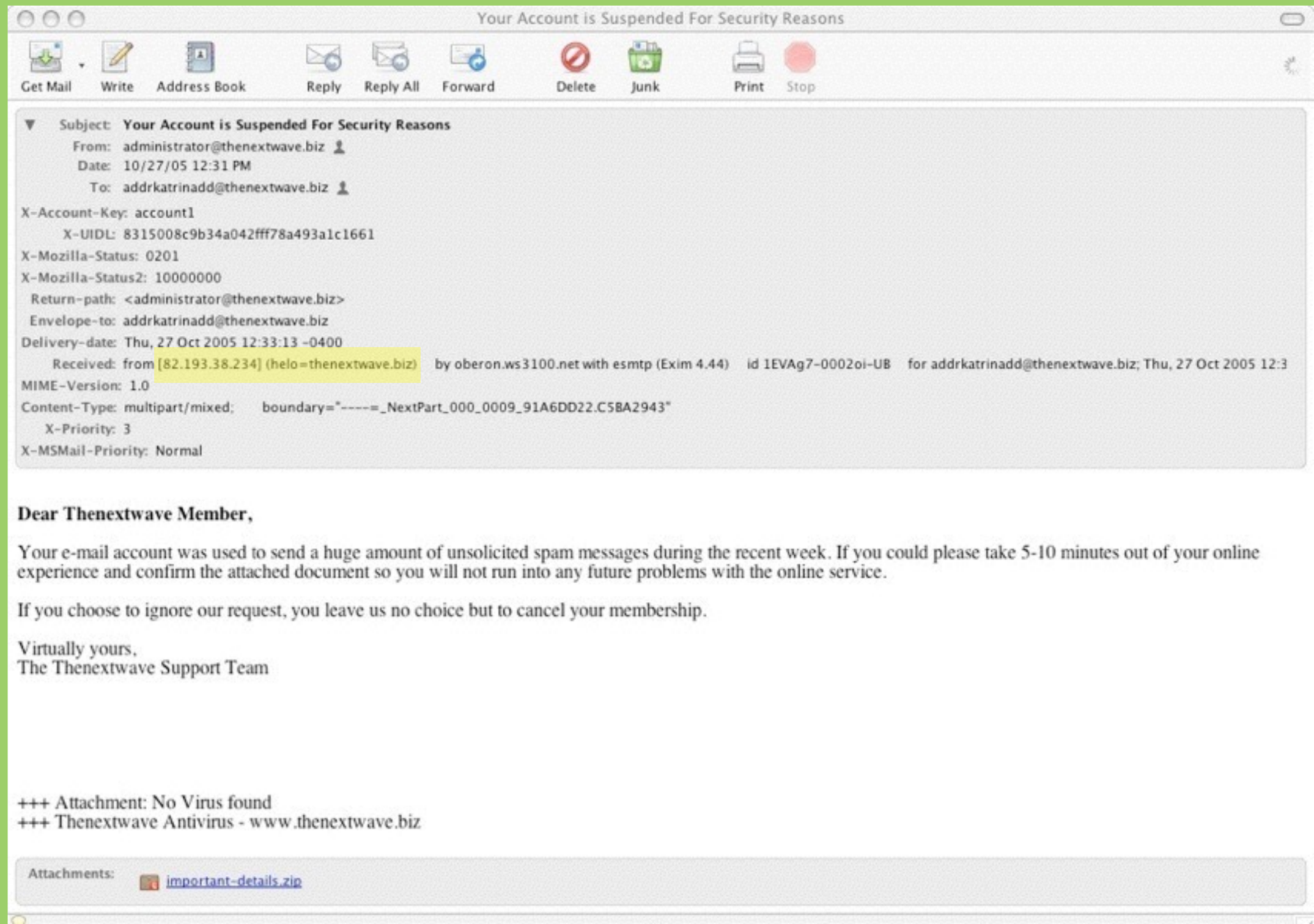
Your e-mail account was used to send a huge amount of unsolicited spam messages during the recent week. If you could please take 5-10 minutes out of your online experience and confirm the attached document so you will not run into any future problems with the online service.

If you choose to ignore our request, you leave us no choice but to cancel your membership.

Virtually yours,
The Thenextwave Support Team

+++ Attachment: No Virus found
+++ Thenextwave Antivirus - www.thenextwave.biz

Attachments: important-details.zip



Your Account is Suspended For Security Reasons

Get Mail | Write | Address Book | Reply | Reply All | Forward | Delete | Junk | Print | Stop

Subject: **Your Account is Suspended For Security Reasons**
From: administrator@thenextwave.biz
Date: 10/27/05 12:31 PM
To: addrkatrinadd@thenextwave.biz
X-Account-Key: account1
X-UIDL: 8315008c9b34a042fff78a493a1c1661
X-Mozilla-Status: 0201
X-Mozilla-Status2: 10000000
Return-path: <administrator@thenextwave.biz>
Envelope-to: addrkatrinadd@thenextwave.biz
Delivery-date: Thu, 27 Oct 2005 12:33:13 -0400
Received: from [82.193.38.234] (helo=thenextwave.biz) by oberon.ws3100.net with esmtp (Exim 4.44) id 1EVAg7-0002oi-UB for addrkatrinadd@thenextwave.biz; Thu, 27 Oct 2005 12:3
MIME-Version: 1.0
Content-Type: multipart/mixed; boundary="----=_NextPart_000_0009_91A6DD22.C5BA2943"
X-Priority: 3
X-MSMail-Priority: Normal

Dear Thenextwave Member,

Your e-mail account was used to send a huge amount of unsolicited spam messages during the recent week. If you could please take 5-10 minutes out of your online experience and confirm the attached document so you will not run into any future problems with the online service.

If you choose to ignore our request, you leave us no choice but to cancel your membership.

Virtually yours,
The Thenextwave Support Team

+++ Attachment: No Virus found
+++ Thenextwave Antivirus - www.thenextwave.biz

Attachments: important-details.zip

A WINNER
CASINO
GAMBLER

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Cluetrain Manifesto Thesis #12:

"There are no secrets. The networked market knows more than companies do about their own products. And whether the news is good or bad, they tell everyone."

Content:

The holy grail of the Internet.

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ALWAYS ATTRIBUTE CONTENT

- Links
- Trackback
- Attribution

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Writing for an audience

according to Seth Godin:

- Candor
- Urgency
- Timeliness
- Pithiness
- Controversy
- Utility

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What makes a good post?

- Good links out
- Good comments
- Links in
- Good keyword density
- Good categories
- A relevant image

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Proof that an Image Makes a Difference

A TEST

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A photo of a bearded man perched on a modern red leather couch, wearing a tutu, holding a magic wand with a star on the end, holding a large tooth in his out stretched hand.

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WTF?

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On social media sites like Facebook, people scan posts and make up their mind in less than 2 seconds if they want to engage.

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STYLE

WITH / FOR

NOT

AT / TO

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Promoting your site

- Links
- Comments on others blogs
- E-mail signatures
- Online communities
- Traditional media

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How is your online health?

- Is the content customer focused?
- Is your content updated often?
- Is your brand message consistent?
- Are you checking your stats daily?
- What are people saying about you?
- Are all your ads available online?

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Inviting your reader in

- In the days of search - there is no front door
- Key word density, links
- Consistent style

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What is a Websitetologist?

- A valuable contributor to the Internet community
- Someone who understands the power of the Internet
- A respected friend
- An expert in their field

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How do you get started?

- Have a site
- Decide on your topic and style
- Think about who your audience is
- Make a commitment

TRUNK
MONKEY

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Is your site the first place people look to learn about your company?

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Special for today:

Annual Hosting: $144

Wordpress set up $200,

annual URL registration $16

---

total $360

complete package- $249

Thank You

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MARKETING
THE NEXT WAVE
INNOVATION