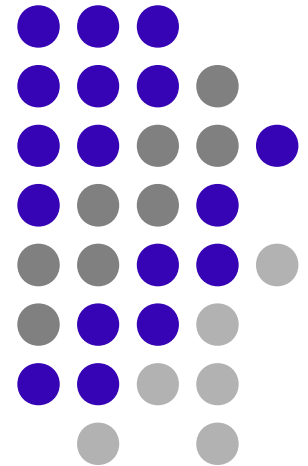


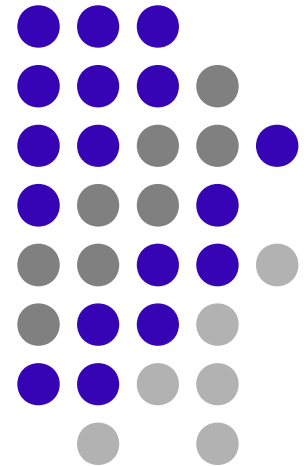
Creating a Web Presence for Yourself or Your Business



Creating a Web Presence for Yourself or Your Business

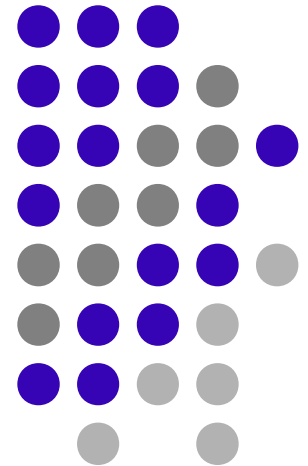
Don Berry

DON BERRY, LLC



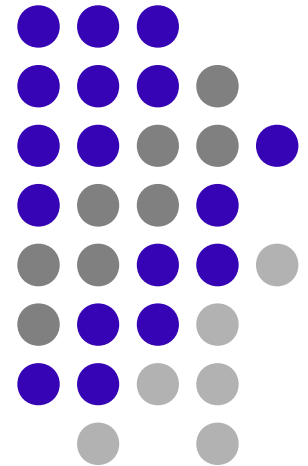
Creating a Web Presence for Yourself or Your Business

- **Part One**
 - Domain Names
 - Types of Hosting
 - Free Web Templates
 - *WYSIWYG* Web Page Editors
 - Web Images and Graphics
 - Search Engine Visibility



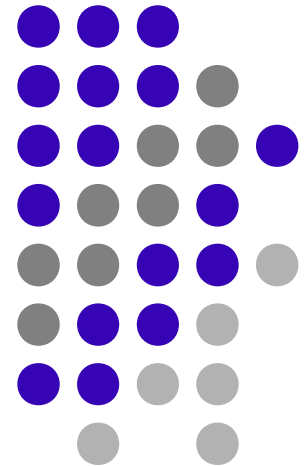
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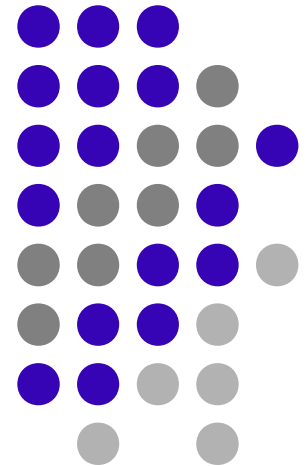
Creating a Web Presence for Yourself or Your Business

- **Part Two**
 - Search Engines (in-depth)
 - Blogs
 - Streaming Video
 - Presentation Recording
 - *Adobe Acrobat PDFs*
 - *PayPal* (E-Commerce)



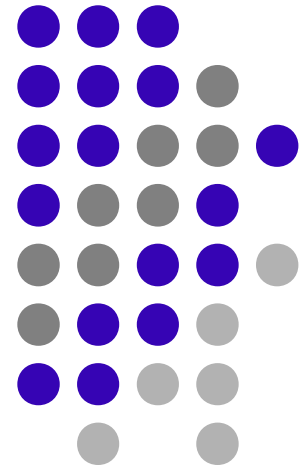
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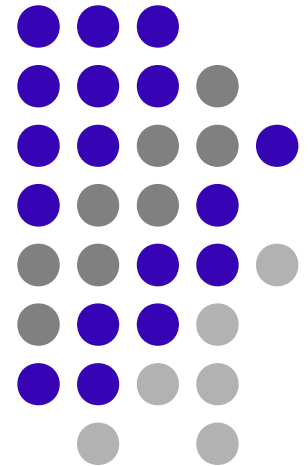
Creating a Web Presence for Yourself or Your Business

A Web Presence is More
Important than a Phone
Number in Today's
Marketplace



Creating a Web Presence for Yourself or Your Business

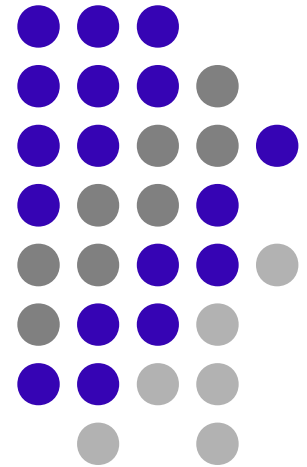
- Audience
- Business Owners
- Adult Job Seekers



Creating a Web Presence for Yourself or Your Business

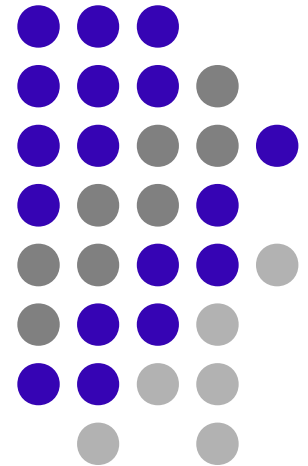
- **Mission:**

To provide hands-on creative guidance and mentoring in all aspects of planning, designing, and creating video productions and Web-based video



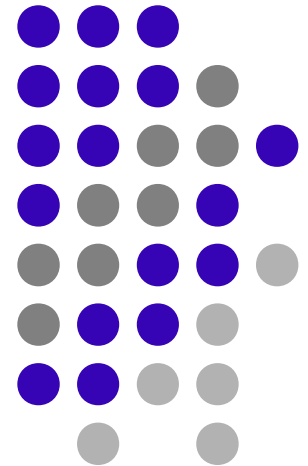
Creating a Web Presence for Yourself or Your Business

- Elements of a Web Presence



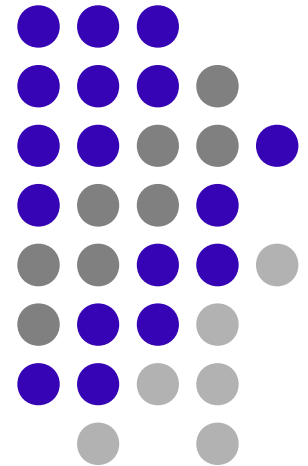
Creating a Web Presence for Yourself or Your Business

- Elements of a Web Presence
 - Email Address
 - Blog
 - Social Networking Profile
 - Domain Name
 - Website



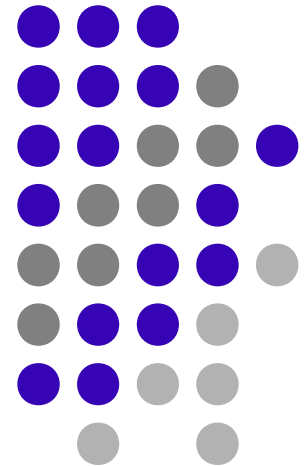
Creating a Web Presence for Yourself or Your Business

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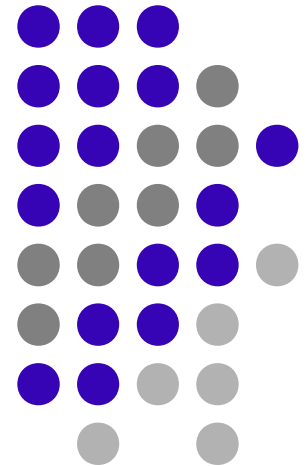
Creating a Web Presence for Yourself or Your Business

- **12 Billion Websites Worldwide**
Source: *Network Solutions*
- **92% of all businesses have a website**
Source: *Warrillow & Co, 2010*



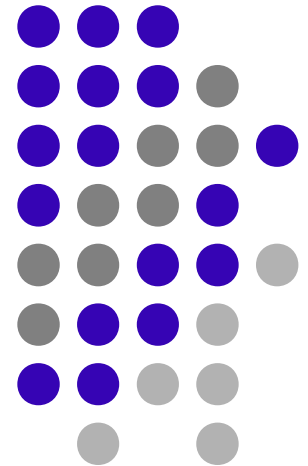
Creating a Web Presence for Yourself or Your Business

- First Contact



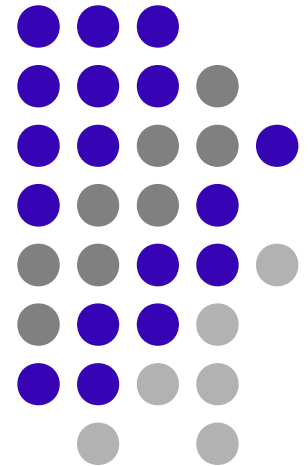
Creating a Web Presence for Yourself or Your Business

- Where do you start ?



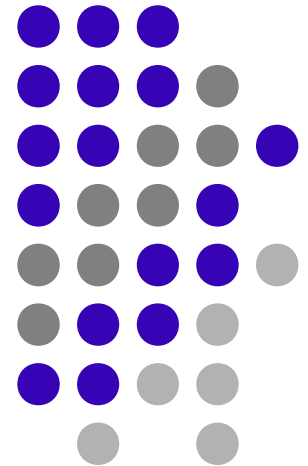
Creating a Web Presence for Yourself or Your Business

- Where do you start ?
- NOT with the website



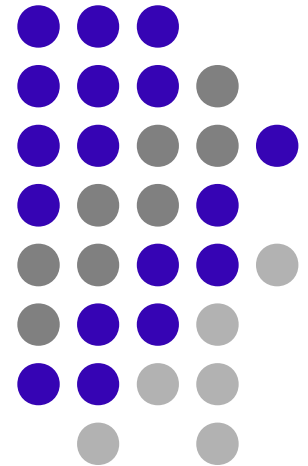
Creating a Web Presence for Yourself or Your Business

- **Domain Name**



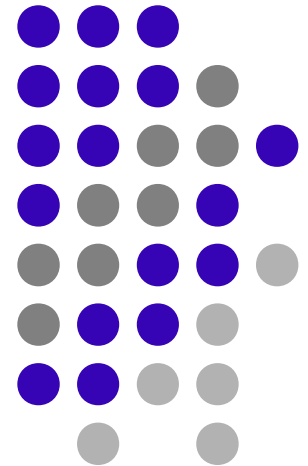
Creating a Web Presence for Yourself or Your Business

- **DNS Name**



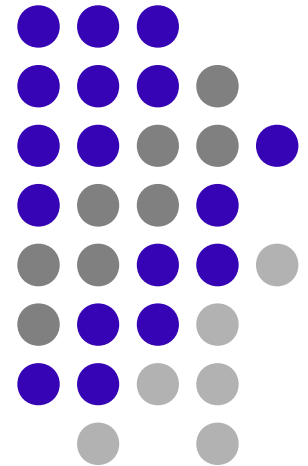
Creating a Web Presence for Yourself or Your Business

- **DNS Name**
- **Domain Name System**



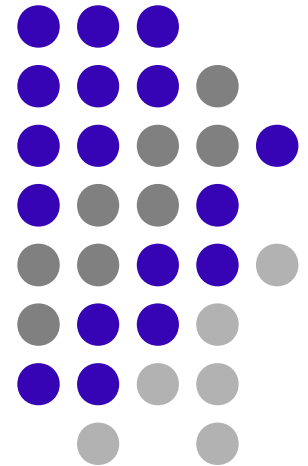
Creating a Web Presence for Yourself or Your Business

- **DNS** Name
- **Domain Name System**
- Unique Internet Identity
- Names Resolution



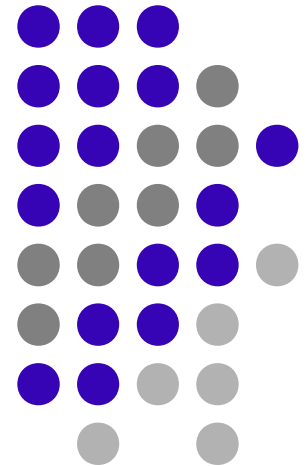
Creating a Web Presence for Yourself or Your Business

- **DNS Name**
- www.nytimes.com
- www.yale.edu
- www.consumerreports.org
- www.donberry.net



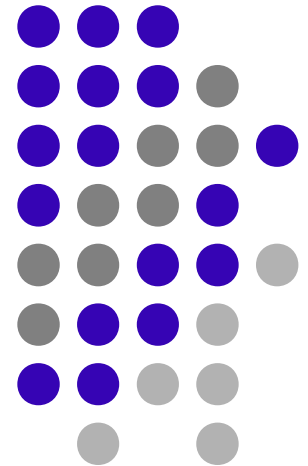
Creating a Web Presence for Yourself or Your Business

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Creating a Web Presence for Yourself or Your Business

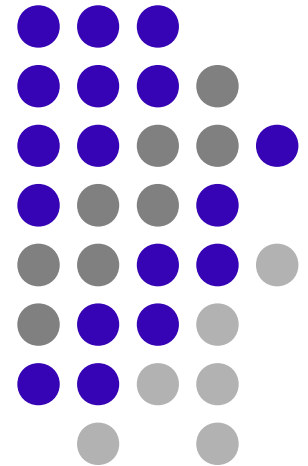
- **DNS Name**
- **.com .net .edu .gov .org .biz**



Creating a Web Presence for Yourself or Your Business

- **DNS Name**

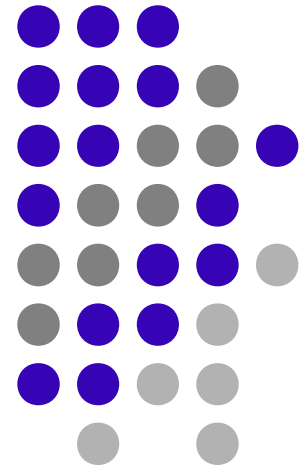
- **.com .net .edu .gov .org .biz**



Creating a Web Presence for Yourself or Your Business

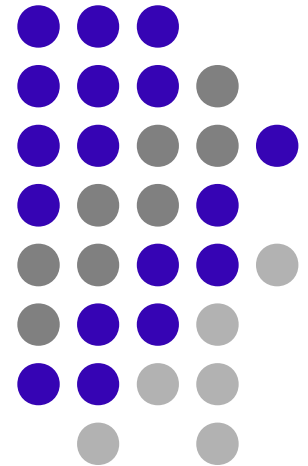
- **DNS Name**

- **.tv .info .us .me .tel .in .mobi**



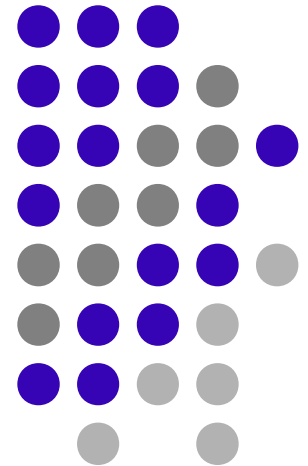
Creating a Web Presence for Yourself or Your Business

- **DNS Name**
- **.co**



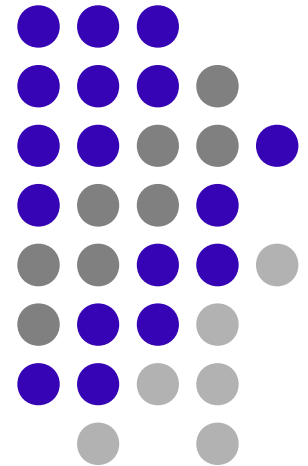
Creating a Web Presence for Yourself or Your Business

- **DNS Name**
- **.co**



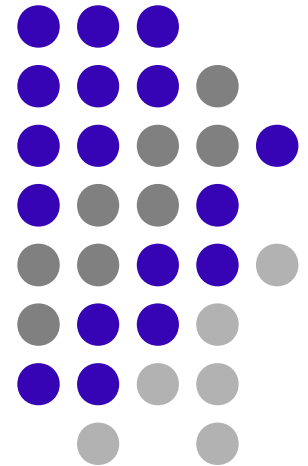
Creating a Web Presence for Yourself or Your Business

- **DNS Name**
- Related to BUT different FROM a Website



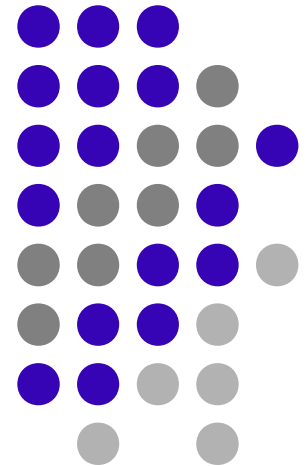
Creating a Web Presence for Yourself or Your Business

- **DNS Name**
- Related to BUT different FROM a Website
- DNS Hosting vs. Website Hosting



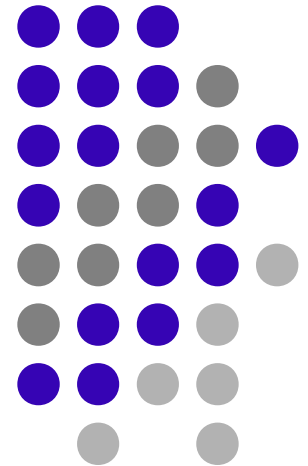
Creating a Web Presence for Yourself or Your Business

- **DNS Name**



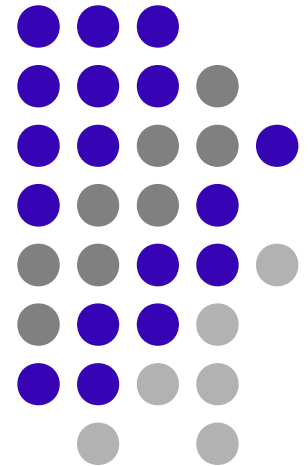
Creating a Web Presence for Yourself or Your Business

- **DNS Name**
- Hosting



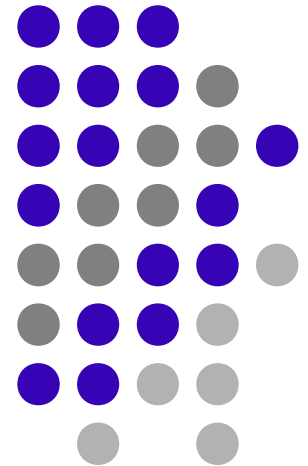
Creating a Web Presence for Yourself or Your Business

- **DNS Name**
- Hosting
- For-Profit Companies
- Internet Bandwidth (Pipe)
- Servers



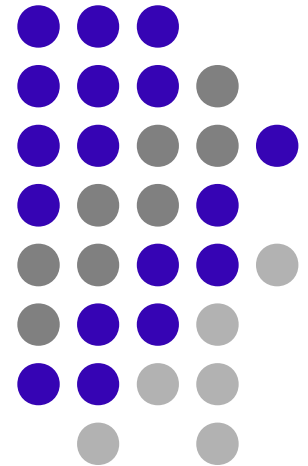
Creating a Web Presence for Yourself or Your Business

- **DNS Name**



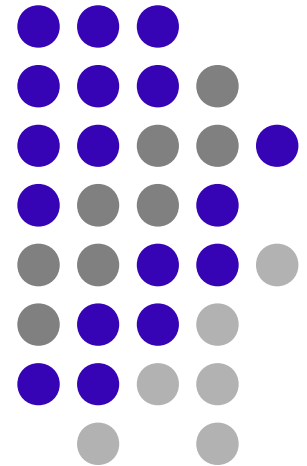
Creating a Web Presence for Yourself or Your Business

- **DNS** Name
- **WHOIS** database
- **ICANN**
Internet Corporation for Assigned
Names and Numbers



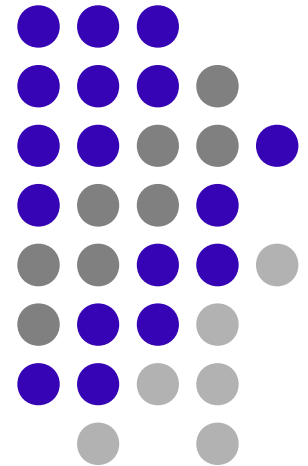
Creating a Web Presence for Yourself or Your Business

- **DNS** Name
- **WHOIS** database
- **ICANN**
Internet Equivalent of the **FCC**



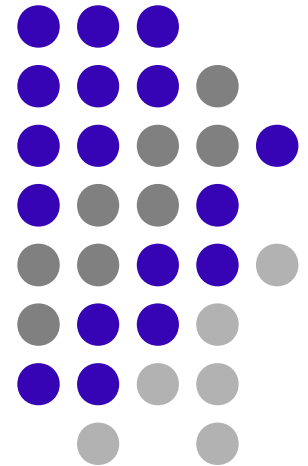
Creating a Web Presence for Yourself or Your Business

- **DNS Name**
- Criteria



Creating a Web Presence for Yourself or Your Business

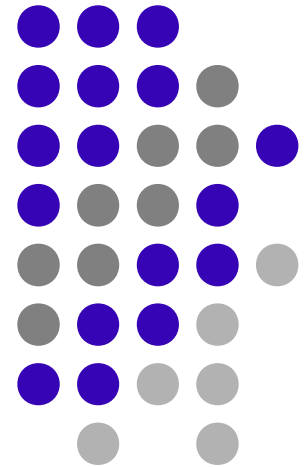
- **DNS Name**
- Criteria
- Available
- Maximum of **63** characters



Creating a Web Presence for Yourself or Your Business

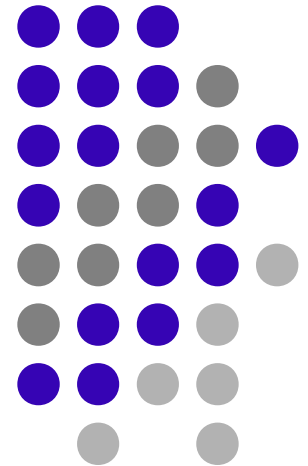
- **DNS Name**
- Criteria
- No punctuation other than hyphens
- No special characters:

% \$ # &



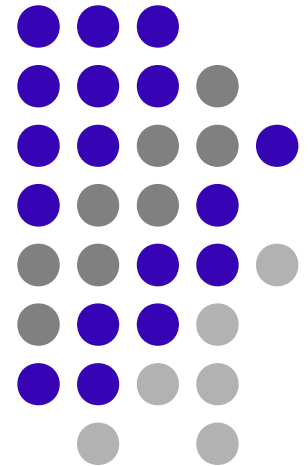
Creating a Web Presence for Yourself or Your Business

- **DNS Name**
- Criteria
- No blank spaces
- No underscores
- Not case sensitive



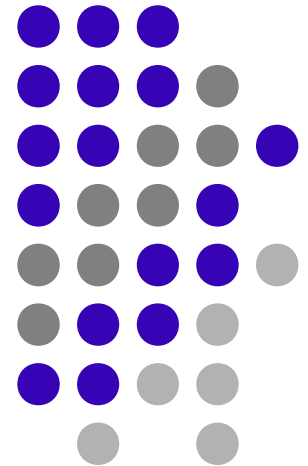
Creating a Web Presence for Yourself or Your Business

- **DNS Name**
- Short and simple



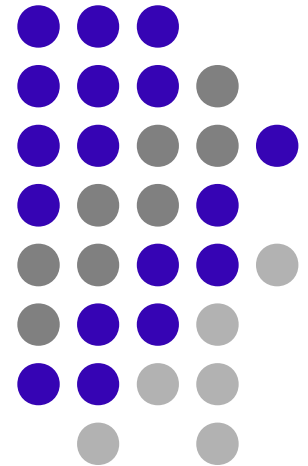
Creating a Web Presence for Yourself or Your Business

- **DNS Name**
- Incorrect
- **www.toys for you.net**



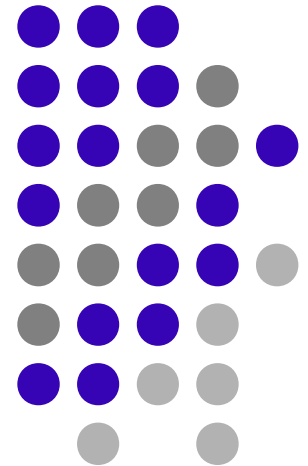
Creating a Web Presence for Yourself or Your Business

- **DNS Name**
- Incorrect
- **www.education_services.com**



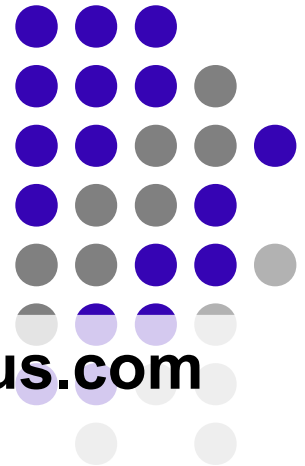
Creating a Web Presence for Yourself or Your Business

- **DNS Name**
- Correct
- **www.ctfilm.com**
- **www.fordvehicles.com**
- **www.habitatforhumanity.com**



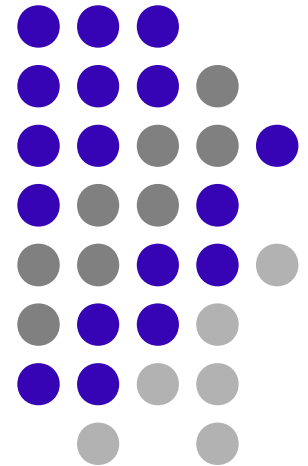
Creating a Web Presence for Yourself or Your Business

- **DNS Name**
- Correct **AND Very Long**
 - **www.supercalifragilisticexpialidocius.com**
 - **www.thelongestdomainnameintheworldand
thensomeandthensomemoreandmore.com**



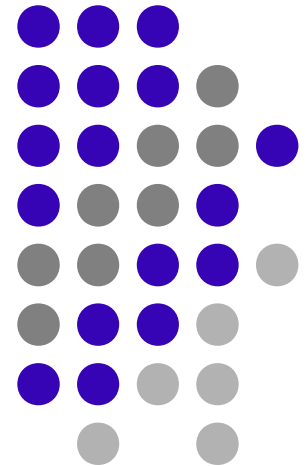
Creating a Web Presence for Yourself or Your Business

- **DNS Name**



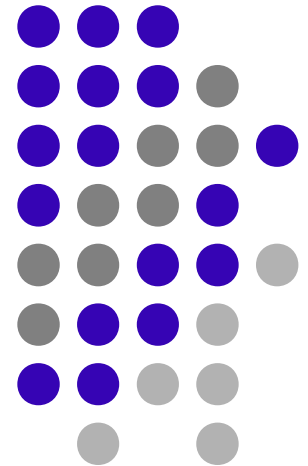
Creating a Web Presence for Yourself or Your Business

- **DNS Name**
- **WHOIS Database**



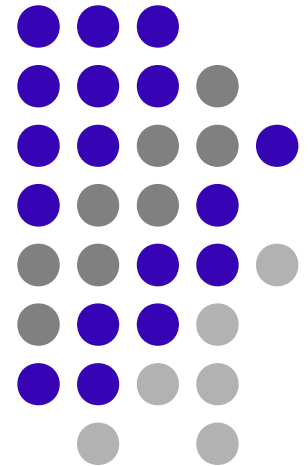
Creating a Web Presence for Yourself or Your Business

- **DNS** Name
- **WHOIS** Lookup
- www.who.is



Creating a Web Presence for Yourself or Your Business

- **DNS Name**
- Variations on DNS Names
- Misspelling and Mistyping



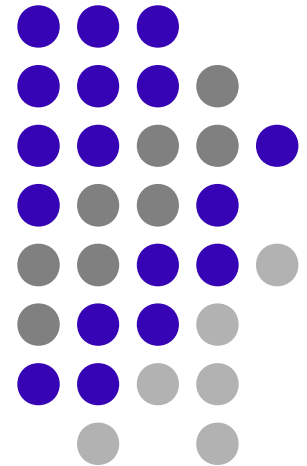
Creating a Web Presence for Yourself or Your Business

- **DNS Name**
- Variations on DNS Names

classiccars.com

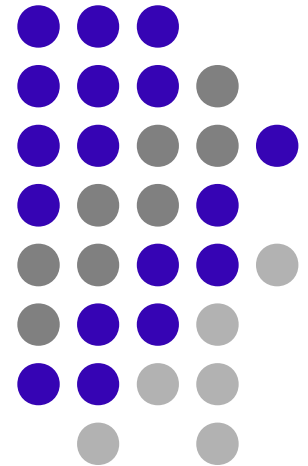
classiccar.com

classicscar.com



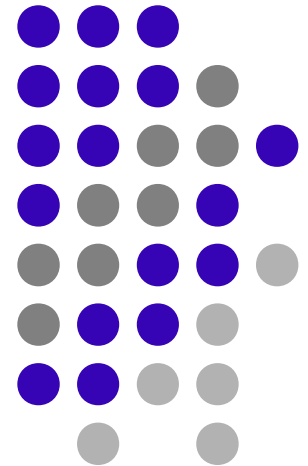
Creating a Web Presence for Yourself or Your Business

- **DNS Name**
- Register Domain Name



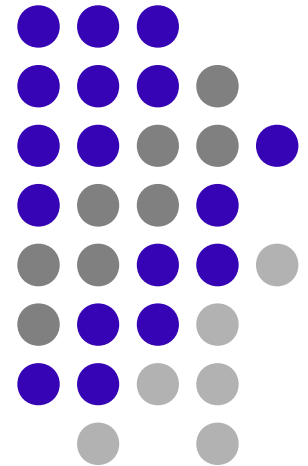
Creating a Web Presence for Yourself or Your Business

- **DNS** Record (A Record)

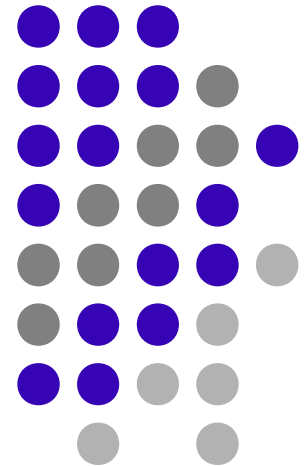


Creating a Web Presence for Yourself or Your Business

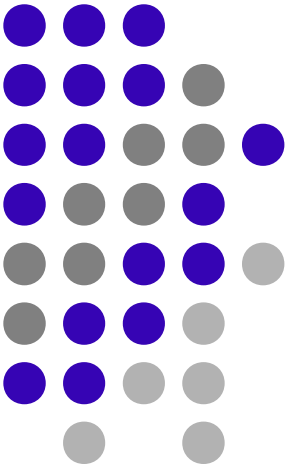
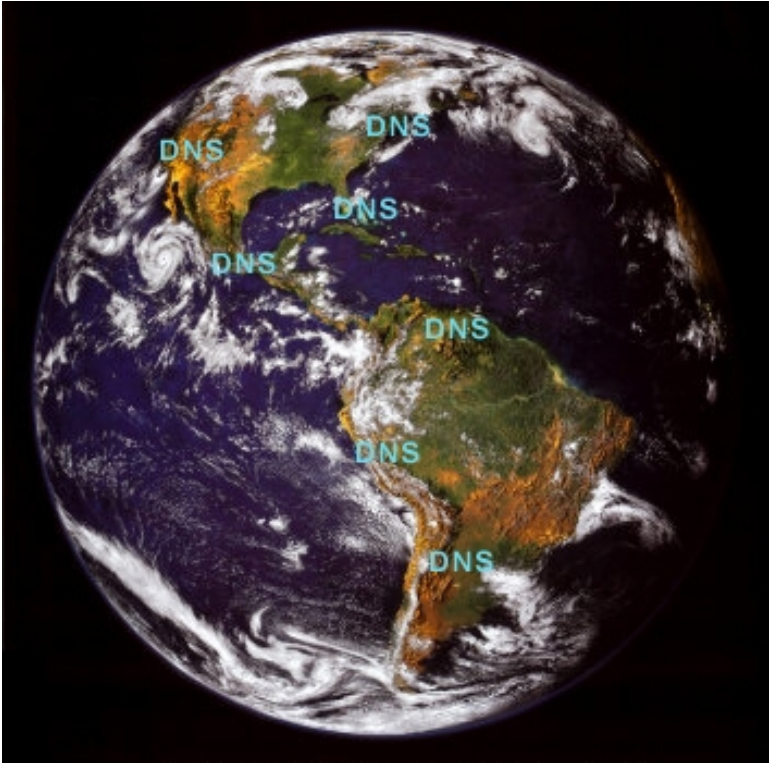
- **DNS** Record (A Record)
- Pointer to your Web Site



Creating a Web Presence for Yourself or Your Business

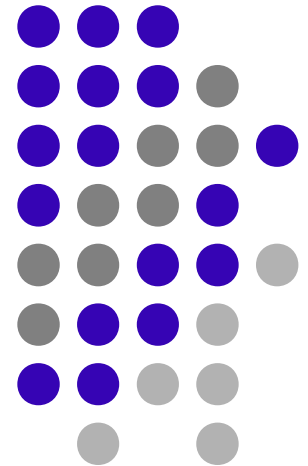


Creating a Web Presence for Yourself or Your Business



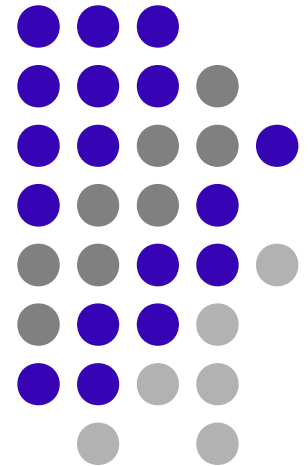
Creating a Web Presence for Yourself or Your Business

- **DNS Record (A Record)**
- Domain Name = I.P. Address



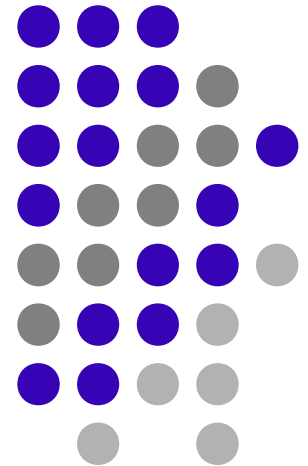
Creating a Web Presence for Yourself or Your Business

- **DNS** Record (A Record)
- www.sony.com = 64.37.182.61



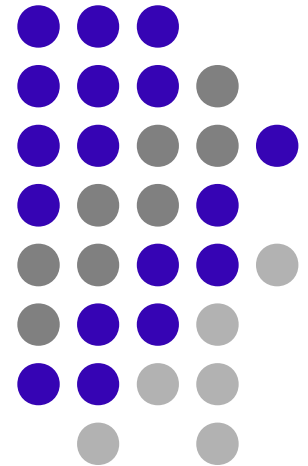
Creating a Web Presence for Yourself or Your Business

- **DNS** Record (A Record)
- Pointer to your Web Site
- Resolves to I.P. Address



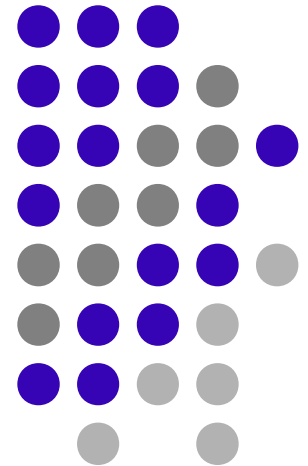
Creating a Web Presence for Yourself or Your Business

- **DNS** Record (A Record)
- Pointer to your Web Site
- Resolves to I.P. Address
- DNS Host



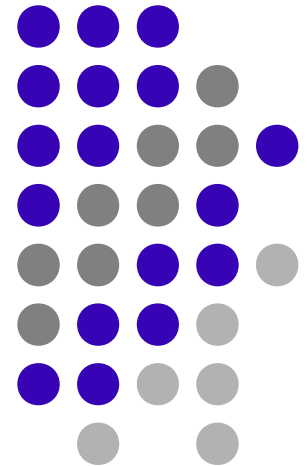
Creating a Web Presence for Yourself or Your Business

- **DNS** Hosting
- *Network Solutions*
- *GoDaddy*



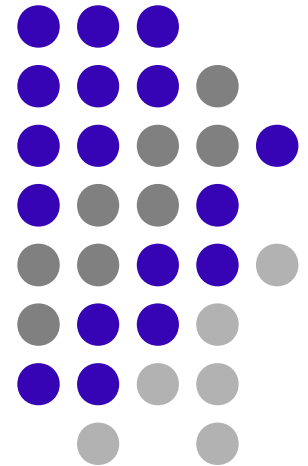
Creating a Web Presence for Yourself or Your Business

- **Website**



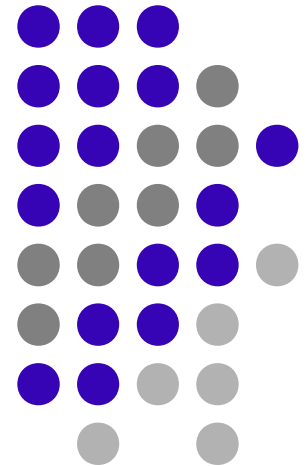
Creating a Web Presence for Yourself or Your Business

- **Website**
- HTML Pages (Web Pages)



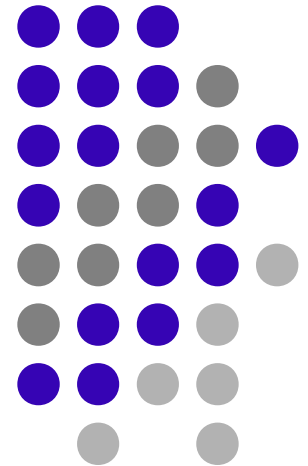
Creating a Web Presence for Yourself or Your Business

- **Website**
- HTML Pages (Web Pages)
- HTML
- **H**yper **T**ext **M**arkup **L**anguage



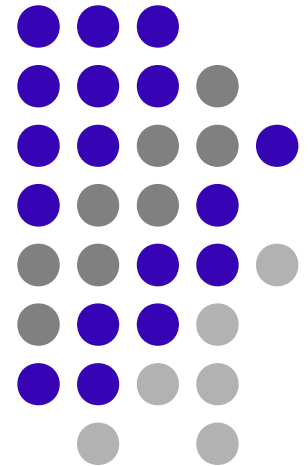
Creating a Web Presence for Yourself or Your Business

- **Website**
- HTML Pages (Web Pages)
- Website Hosting



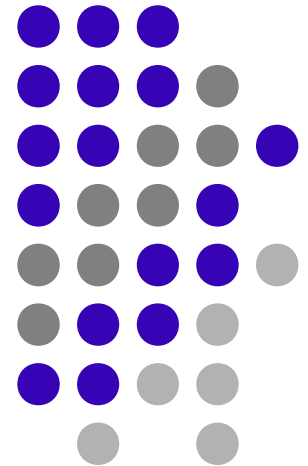
Creating a Web Presence for Yourself or Your Business

- **Website**
- Templates
- Pre-designed Look and Feel



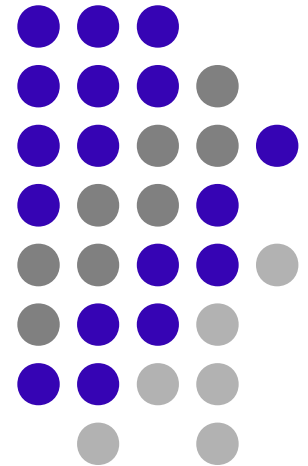
Creating a Web Presence for Yourself or Your Business

- **Website**
- Free Templates
- opendesigns.org



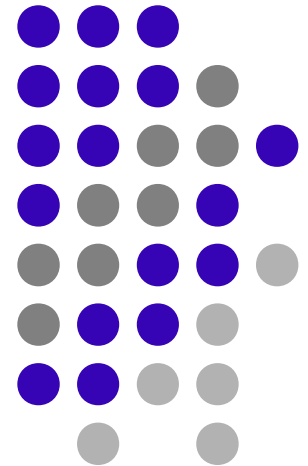
Creating a Web Presence for Yourself or Your Business

- **Website**
- Free Templates
- opendesigns.org
- No Proprietary Elements



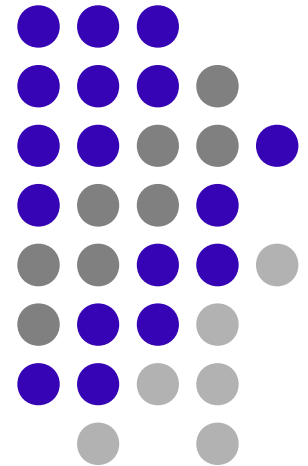
Creating a Web Presence for Yourself or Your Business

- **Modifying Your Pages**



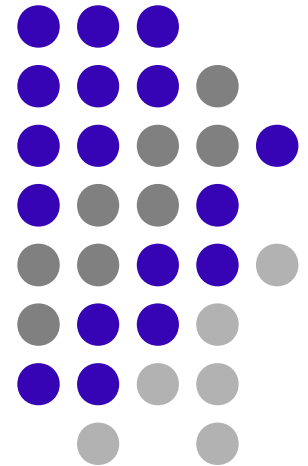
Creating a Web Presence for Yourself or Your Business

- **Modifying Your Pages**
- HTML Editors
- WYSIWYG
- Text (code-based)



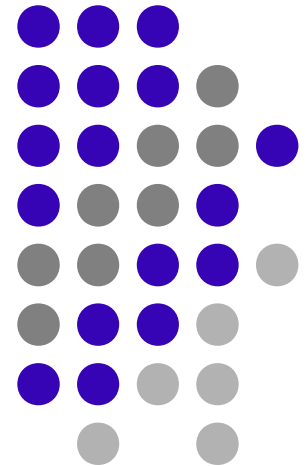
Creating a Web Presence for Yourself or Your Business

- **Modifying Your Pages**
- WYSIWYG
- *PageBreeze*
- *Dreamweaver*



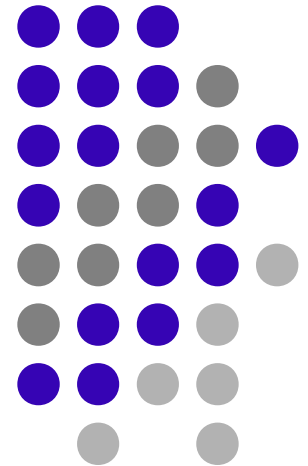
Creating a Web Presence for Yourself or Your Business

- **Adding Graphics and Images**



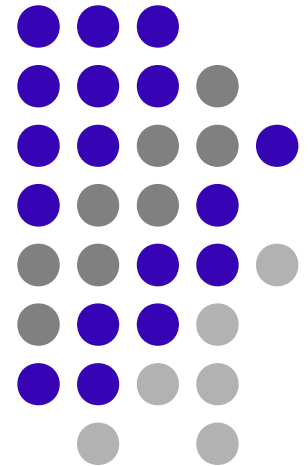
Creating a Web Presence for Yourself or Your Business

- **Adding Graphics and Images**
- *Google* Image Search



Creating a Web Presence for Yourself or Your Business

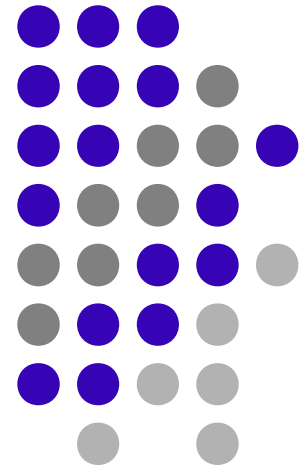
- **Adding Graphics and Images**
- *Google* Image Search
- Image Manipulation Software



Creating a Web Presence for Yourself or Your Business

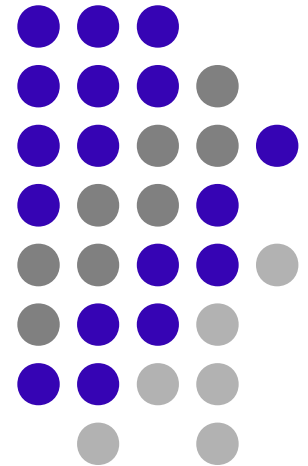
- **Adding Graphics and Images**
- *Google* Image Search
- Image Manipulation Software

G.I.M.P.



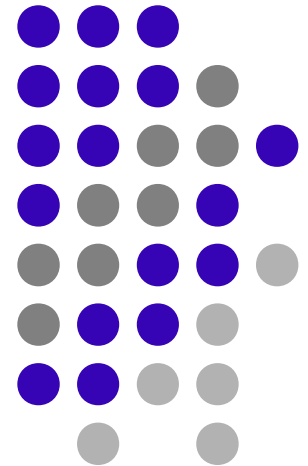
Creating a Web Presence for Yourself or Your Business

- **Promoting Your Site**



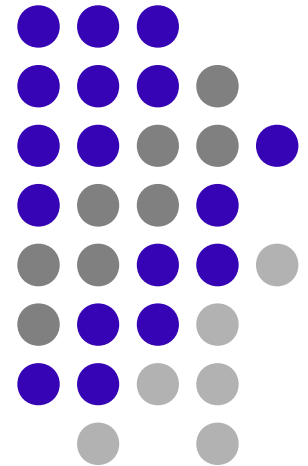
Creating a Web Presence for Yourself or Your Business

- **Promoting Your Site**
- Search Engine Visibility



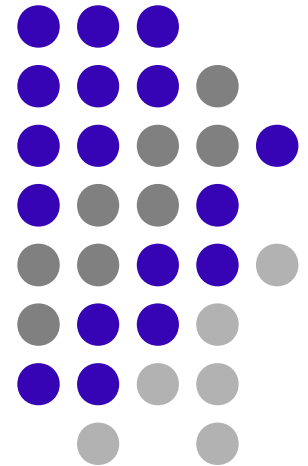
Creating a Web Presence for Yourself or Your Business

- **Promoting Your Site**
- Search Engine Visibility
 - *Google*
 - *Yahoo*
 - *LiveSearch*
 - *Bing*



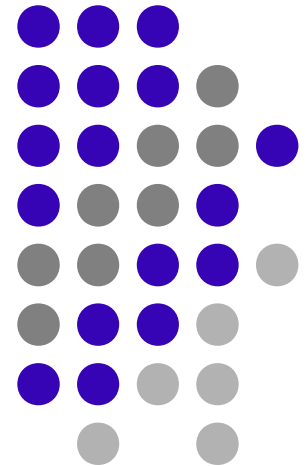
Creating a Web Presence for Yourself or Your Business

- **Promoting Your Site**
- Search Engine Visibility
- Meta Data (Meta Tags)
 - *Description*
 - *Keyword* (always use these in your site)



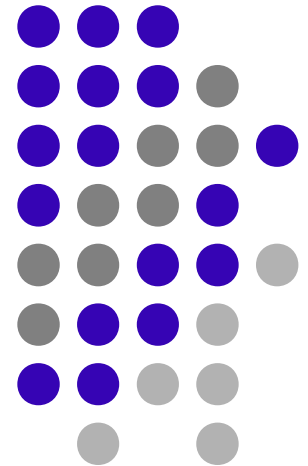
Creating a Web Presence for Yourself or Your Business

- **Promoting Your Site**
- Search Engine Visibility



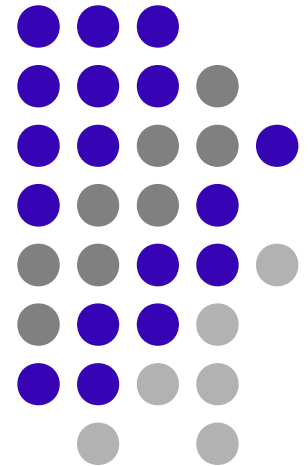
Creating a Web Presence for Yourself or Your Business

- **Promoting Your Site**
- Search Engine Visibility
- Reciprocal Linking



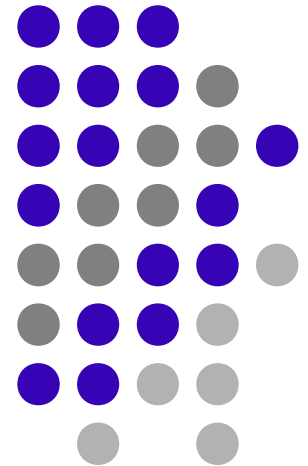
Creating a Web Presence for Yourself or Your Business

- **Promoting Your Site**
- Search Engine Visibility
- Reciprocal Linking
- Increase Site Traffic



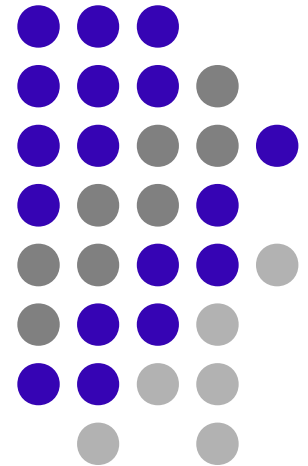
Creating a Web Presence for Yourself or Your Business

- **Keeping Content Fresh**



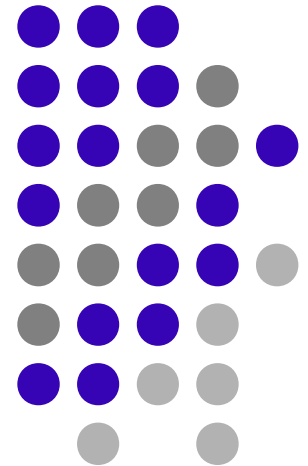
Creating a Web Presence for Yourself or Your Business

- **Keeping Content Fresh**
- Site Content
- Blogs
- Video



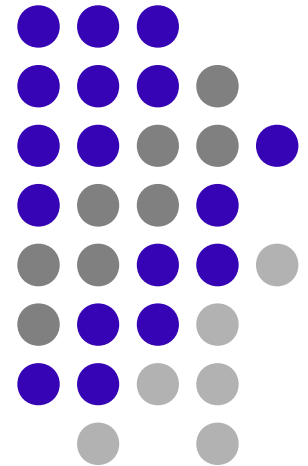
Creating a Web Presence for Yourself or Your Business

- **Keeping Content Fresh**
- Site Content
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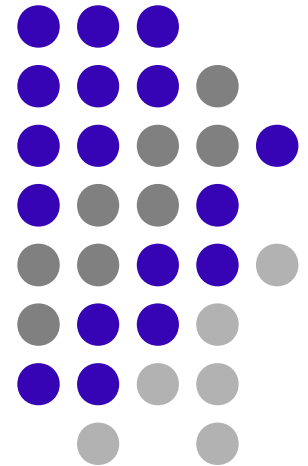
Creating a Web Presence for Yourself or Your Business

- **Blog**



Creating a Web Presence for Yourself or Your Business

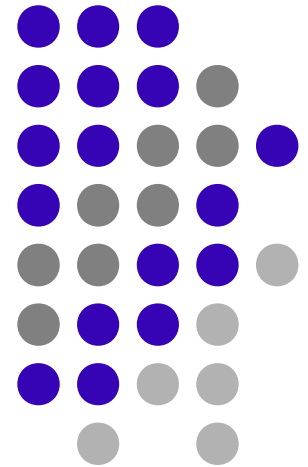
- **Blog**
- Short for ***Web Log***



Creating a Web Presence for Yourself or Your Business

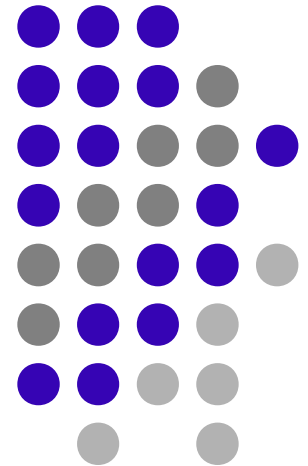
- **Blog**
- Short for ***Web Log***

*Communicate your unique
knowledge to the World*



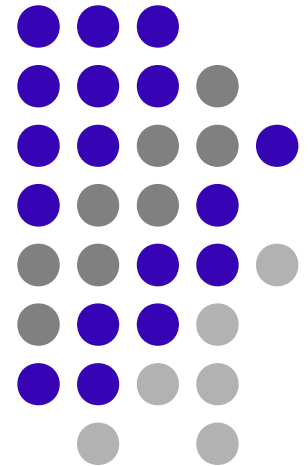
Creating a Web Presence for Yourself or Your Business

- **Blog**
- *wordpress.com*
- *blogspot.com*



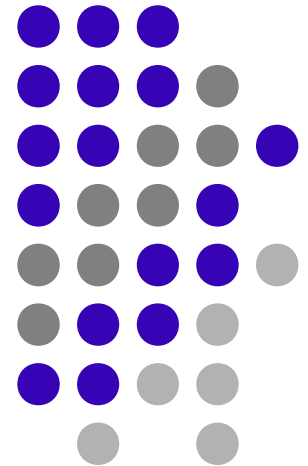
Creating a Web Presence for Yourself or Your Business

- **When to Use Video**



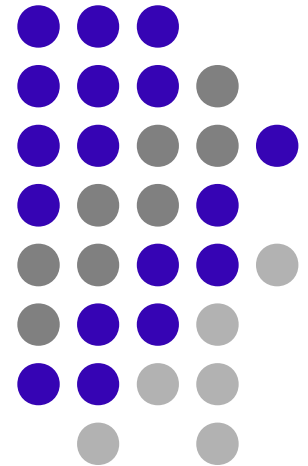
Creating a Web Presence for Yourself or Your Business

- **When to Use Video**
- Telling Your Business's Story
([Company Bio](#))
- Telling Your Own Story
([Personal Bio](#) or [Video Resume](#))
- Recording Your Mission Statement



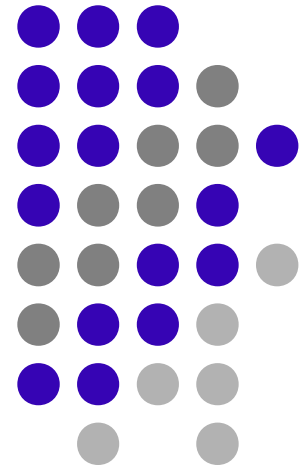
Creating a Web Presence for Yourself or Your Business

- **Streaming Video**



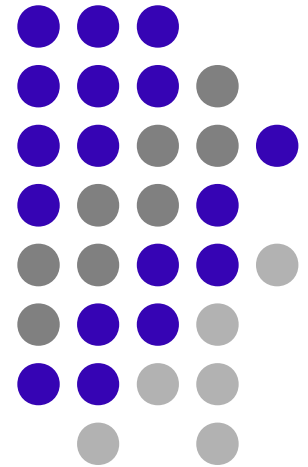
Creating a Web Presence for Yourself or Your Business

- **Streaming Video**
- Immediate Playback
- No Downloading
- Any Web Browser
- Works on Any OS



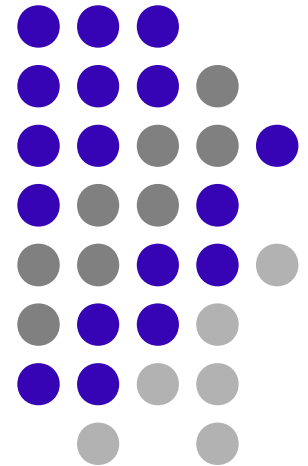
Creating a Web Presence for Yourself or Your Business

- **Streaming Video**
- Immediate Playback (Fast)
- No Downloading (Secure)
- Any Web Browser (Versatile)
- Works on Any OS (Versatile)



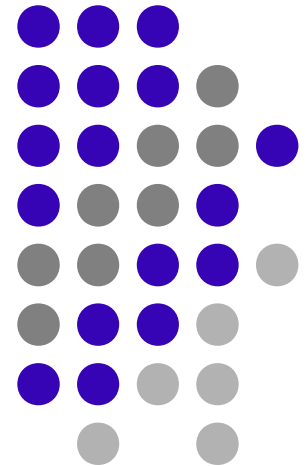
Creating a Web Presence for Yourself or Your Business

- **Streaming Video**



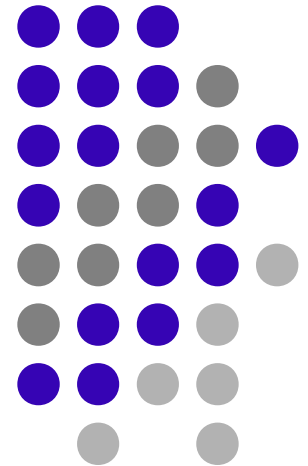
Creating a Web Presence for Yourself or Your Business

- **Streaming Video**
- *Adobe Flash Player*



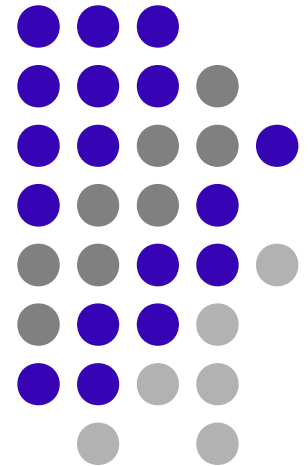
Creating a Web Presence for Yourself or Your Business

- **Streaming Video**
- Streaming Video Server
- Paid Services
- Free Services



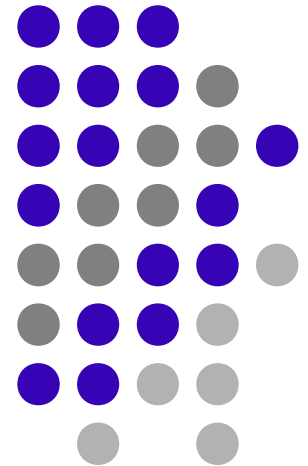
Creating a Web Presence for Yourself or Your Business

- **Streaming Video**
- Free Services
- *YouTube*
- *Viddler*
- *Vimeo*



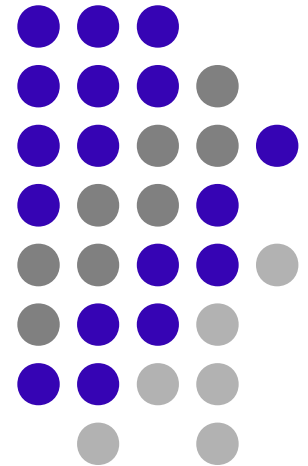
Creating a Web Presence for Yourself or Your Business

- **Streaming Video**
- *YouTube*



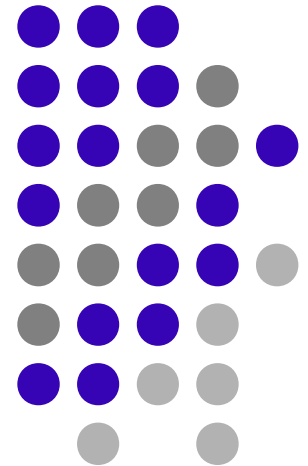
Creating a Web Presence for Yourself or Your Business

- **Streaming Video**
- *YouTube*
- Setup an Account
- Upload Videos
- Enter Descriptions



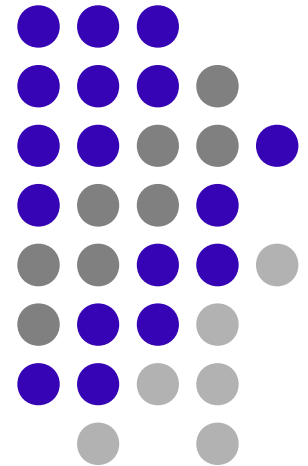
Creating a Web Presence for Yourself or Your Business

- **Streaming Video**
- *YouTube*
- *.AVI .MOV .WMV .MPEG4*
- 2GB
- 15 Minutes



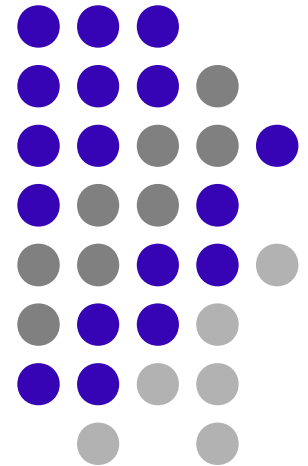
Creating a Web Presence for Yourself or Your Business

- **Streaming Video**
- *YouTube*
- Embedding Video



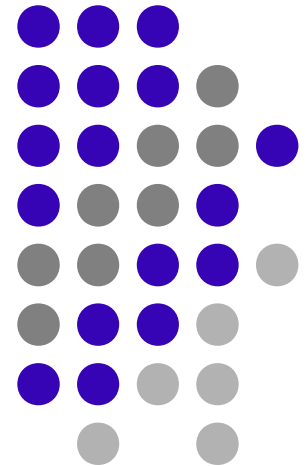
Creating a Web Presence for Yourself or Your Business

- **Streaming Video**
- *YouTube*
- Embedding Video
- Unique Tag for Each Video



Creating a Web Presence for Yourself or Your Business

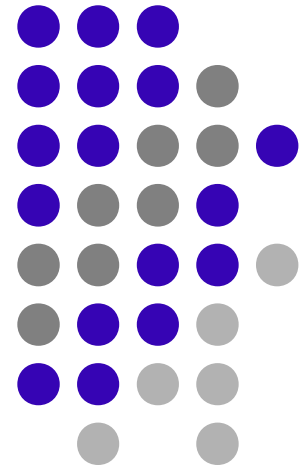
- **Presentation Recording**



Creating a Web Presence for Yourself or Your Business

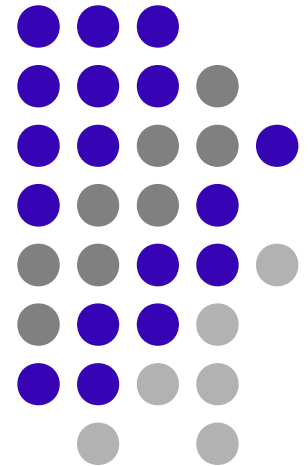
- **Presentation Recording**

Capture a *PowerPoint* presentation
OR any other desktop activity from
your computer screen and save it
as a video file



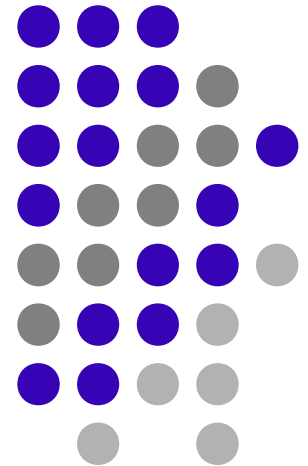
Creating a Web Presence for Yourself or Your Business

- **Presentation Recording**
- Audio Narration
- Edit Out Time Lags



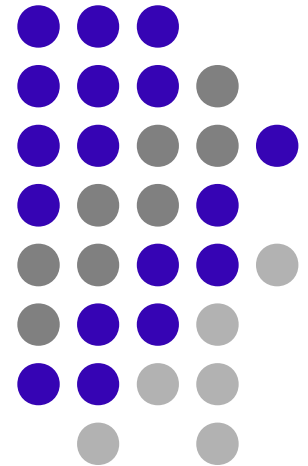
Creating a Web Presence for Yourself or Your Business

- **Presentation Recording**
- *Total Screen Recorder Gold*



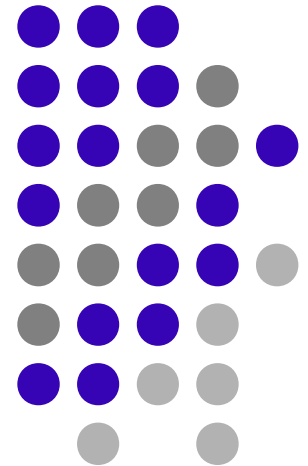
Creating a Web Presence for Yourself or Your Business

- **PDF (Portable Data File)**



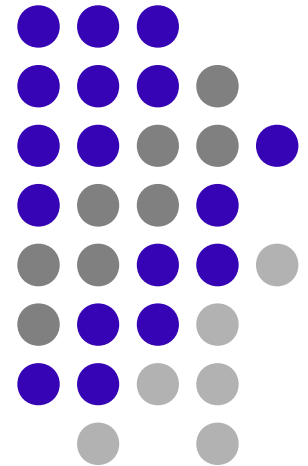
Creating a Web Presence for Yourself or Your Business

- **PDF (Portable Data File)**
- Free *Adobe Acrobat* Reader



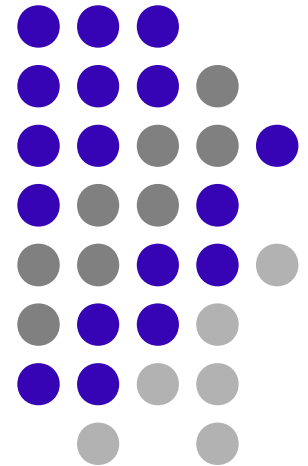
Creating a Web Presence for Yourself or Your Business

- **PDF (Portable Data File)**
- Free *Adobe Acrobat* Reader
- Universal Documents



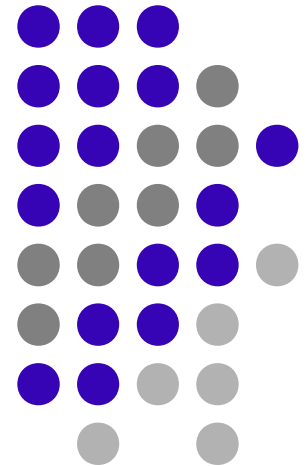
Creating a Web Presence for Yourself or Your Business

- **PDF (Portable Data File)**
- Free Adobe *Acrobat* Reader
- Universal Documents
- Adobe *Acrobat Pro*
- *OpenOffice*



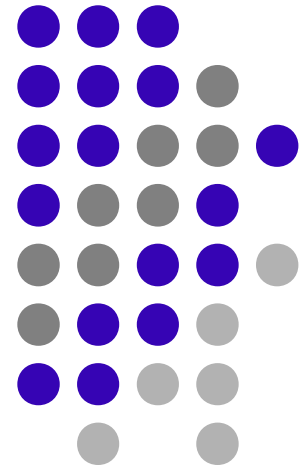
Creating a Web Presence for Yourself or Your Business

- **PDF (Portable Data File)**
- Free *Adobe Acrobat* Reader
- Universal Documents
- *Adobe Acrobat Pro*
- *OpenOffice*



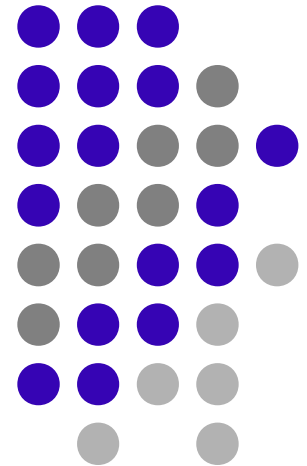
Creating a Web Presence for Yourself or Your Business

- **E-Commerce**



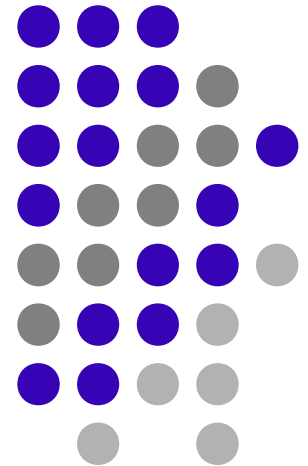
Creating a Web Presence for Yourself or Your Business

- **E-Commerce**
- Separate Service



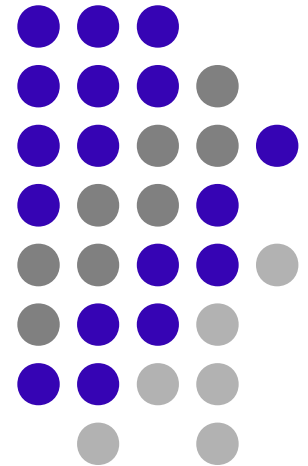
Creating a Web Presence for Yourself or Your Business

- **E-Commerce**
- *PayPal*



Creating a Web Presence for Yourself or Your Business

- **E-Commerce**
- *PayPal*
- Closed (Peer-to-Peer) System



Creating a Web Presence for Yourself or Your Business

Thank you for your time!

