

New Mexico Broadband Program

Internet Tools for Small Business Success

Module 6

Websites and Blogs

Internet Tools for Small Business Success

1. Terminology & Planning
2. Communication & Collaboration
3. Accounting & Finance
4. Intro to Online Marketing
5. E-Newsletters
6. Websites & Blogs
7. Search Engine Optimization
8. E-Commerce
9. Intro to Social Media Marketing
10. Facebook & Twitter
11. Social Media Administration
12. Linked In

Primary Business Components

- Planning
- Operations
- Accounting & Finance
- Sales & Marketing
- Hiring



How This Class Works

Terminology



Discussion & Demonstrations



Hands-on Exercises

Class Framework

Divided into Core Business Elements

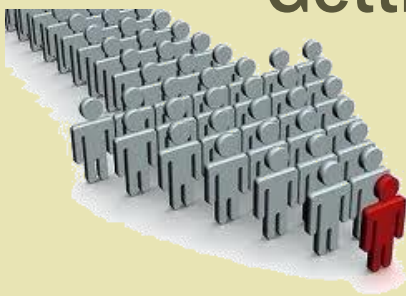
- Internet Tools for each Element

Terminology

Realm of tools

Choosing the right tool for your business

Getting Started



Today's Class Goals

- **Understand definitions & differences between websites and blogs**
- **Determine whether a website or blog is best for your business**
- **Understand options to create and maintain a website and blog**
- **Learn the characteristics of model websites & blogs**
- **Begin a new blog or website**

Terminology

Website

A connected group of pages on the World Wide Web regarded as a single entity, usually maintained by one person or organization and devoted to a single topic or several closely related topics.

Websites

- Virtual location for online promoting and selling
- Content is static
- Formal/professional
- No interactivity; only one-way communication
- Transactional
- Communication about products and/or services
- Almost everyone has a website; it's a requirement in business today



Terminology



Blog

Short for weB LOG.

A website on which an individual or group of users records information and opinions on a regular basis.

Definition courtesy of:

http://www.youtube.com/embed/NN2I1pWXjXI?autoplay=1&hd=1&KeepThis=true&TB_iframe=true&height=370&width=640?autoplay=1&hd=1

Blogs = Social Sharing

- Enable interaction and discussions
- Content is constantly changing
- Not as flexible as a full website
- Informative and educational
- Interactivity about industry and/or customer issues
- Enables visitors to subscribe to receive updates on a regular basis
- Does not advertise or to do a hard sell
- Can be used in addition to or instead of a small website



Website/Blog Requirements

- **Domain Name (your site address)**
- **Web or Blog Hosting**
- **Creation Tool or Template**
- **PayPal or Merchant account (websites only)**
- **Update and Maintenance Plan**
- **Search Engine Optimization (SEO)**

Website and Blog Options

- Pay someone to design, create, and maintain your website or blog

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- You design, create, and maintain your website or blog
- Have a presence on an established online venue

Do you need a Website/Blog?

- Is my own website/blog necessary for building my business?
- What do I want my website/blog to do?
 - Information
 - Sales
 - Community-building
 - Advertise
- How much money/time do I have to spend on marketing overall? On my website/blog?
- Do I have the time and talent to build my own and maintain it?

What makes a good blog or website?

You have 4 seconds to make a good impression!

Design consistency throughout site

Content matches the audience

Easy to use and navigate

Visually appealing

Focuses attention on your product or service

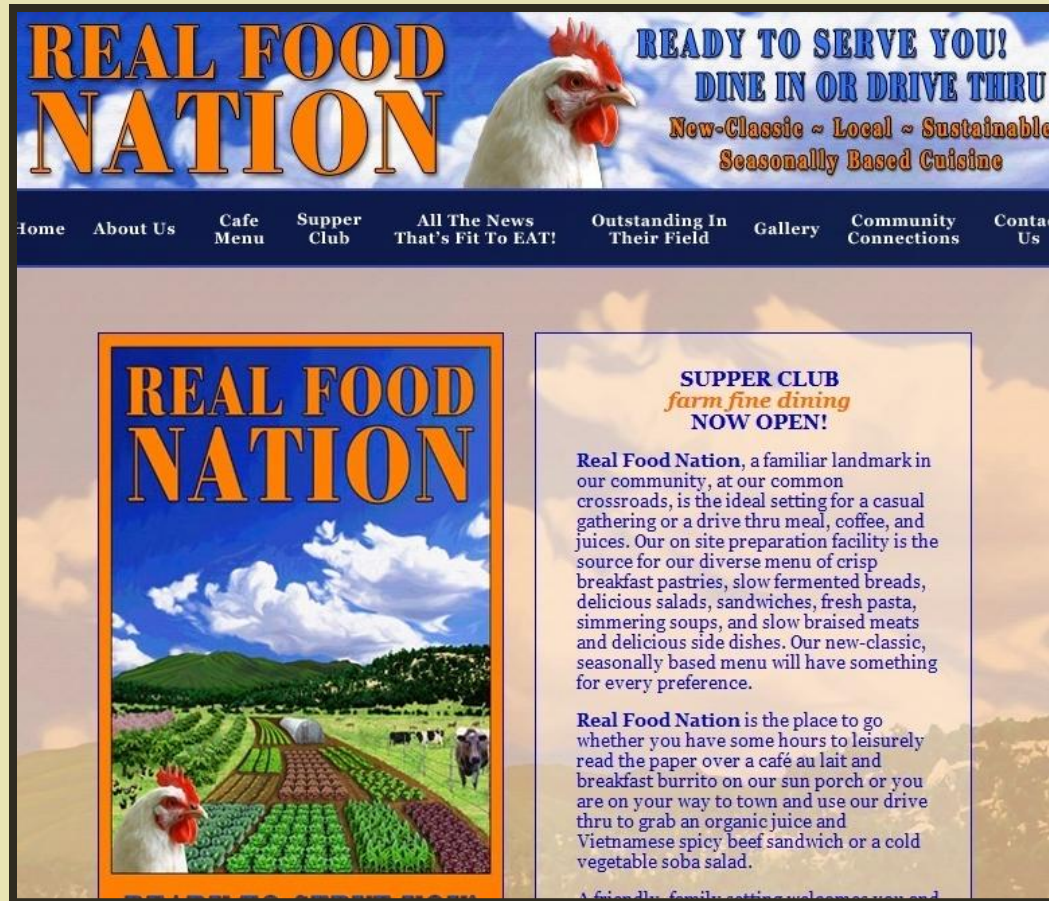
**Captures visitors' contact information such as a
place to sign up for an email list**

Provides a “call to action”

Connects to social media channels

Example Websites:

Food - <http://realfoodnation.biz>



The screenshot shows the homepage of the Real Food Nation website. The header features the logo "REAL FOOD NATION" in large, orange, outlined letters on a blue sky background. To the right of the logo is a white chicken with a red comb. Further right, the text "READY TO SERVE YOU! DINE IN OR DRIVE THRU" is displayed in blue, followed by "New-Classic ~ Local ~ Sustainable Seasonally Based Cuisine" in orange. Below the header is a dark blue navigation bar with white text links: "Home", "About Us", "Cafe Menu", "Supper Club", "All The News That's Fit To EAT!", "Outstanding In Their Field", "Gallery", "Community Connections", and "Contact Us". The main content area has a light beige background with a faint image of a person's face. On the left, there is a framed image of a farm landscape with a white chicken in the foreground. On the right, there is a text box titled "SUPPER CLUB" with the subtitle "farm fine dining NOW OPEN!". The text in the box describes the Supper Club as a familiar landmark and provides details about the menu and dining options.

REAL FOOD NATION

**READY TO SERVE YOU!
DINE IN OR DRIVE THRU**
New-Classic ~ Local ~ Sustainable
Seasonally Based Cuisine

Home About Us Cafe Menu Supper Club All The News That's Fit To EAT! Outstanding In Their Field Gallery Community Connections Contact Us

REAL FOOD NATION

SUPPER CLUB
farm fine dining
NOW OPEN!

Real Food Nation, a familiar landmark in our community, at our common crossroads, is the ideal setting for a casual gathering or a drive thru meal, coffee, and juices. Our on site preparation facility is the source for our diverse menu of crisp breakfast pastries, slow fermented breads, delicious salads, sandwiches, fresh pasta, simmering soups, and slow braised meats and delicious side dishes. Our new-classic, seasonally based menu will have something for every preference.

Real Food Nation is the place to go whether you have some hours to leisurely read the paper over a café au lait and breakfast burrito on our sun porch or you are on your way to town and use our drive thru to grab an organic juice and Vietnamese spicy beef sandwich or a cold vegetable soba salad.

A friendly, family setting welcomes you and

Blog Content Tips

- Divide into features & small posts
- Choose the days of the week you want to post and be consistent
- Always be ahead
- Have a backup

<http://www.problogger.net/>



Common Website/Blog Mistakes

- Not setting business goals
- Not planning
- Underestimating time and money
- Not building a search-engine-friendly website
- Thinking about “me” rather than “you”
- Not updating your site
- Waiting for traffic to come to you
- Ignoring statistics
- Avoiding problems with business operations
- Being unwilling to change

*From “Web Marketing for Dummies” by Jan Zimmerman, published by Wiley Publishing, Inc.

http://googlesmb.blogspot.com/



Small Business Blog

Tools and tips for small to medium-sized businesses



Click. The AdWords newsletter: May 2011

Tuesday, May 17, 2011 | 12:02 PM

CLICK

Google AdWords

BIG IDEAS FOR GROWING A SMALL BUSINESS ONLINE

Your website is your face to online customers - are you greeting them at the door with a smile? Your site should engage with new customers, make it easy for them to find your product or service, and maybe earn you a little extra revenue. This month we share some quick strategies to help you get the full value from your website.

In this Issue

MAY 2011, VOL 3

[MONTHLY FEATURE](#)

Make the most of your website

[ADWORDS INSIGHT](#)

Your website is your face

Search This Blog

[Site Feed](#)

[Google](#)

5823 readers

BY FEEDBURNER

Archive

2011 (42)

Google groups

Subscribe to Google Small Business Blog

Email:

All in one Blog (with website)

- Blog software has the capability of providing you with both static web pages (pages) and blog pages (posts)
- Easy to design and develop a web presence
- Homogenous look and feel
- Easy to maintain and update content
- Easy optimization for Search Engine Optimization
- Share add-on plug ins between the pages and posts.



Blogs: Social Sharing

The screenshot shows the TypePad website homepage. At the top left is the TypePad logo. To the right are fields for 'Email Address' and 'Password' with a 'Sign In' button and a 'Remember me' checkbox. Below this is a navigation menu with 'Home', 'Showcase', 'How it works', 'Features', and 'Pricing'. The main heading reads 'Great blogs start here. Share your interests.' Below this is a 'Showcase' of various blog templates, including one titled 'Real Wedding Invitations' and another with a 'HELLO' greeting. To the right of the showcase are three key features: 'Make it yours' (Choose from 100s of stunning designs, or customize your own), 'Get noticed' (Grow your audience with built-in SEO and sharing to Twitter and Facebook), and 'Relax' (Reliable hosting. One-on-one support). A prominent orange button says 'Start your free trial now' with a 'Learn more +' link below it. At the bottom, it says 'TypePad Pro You're in control, but we've got your back.' and 'Other TypePad services'.

The screenshot shows the Blogger website homepage. At the top right is a language dropdown set to 'English'. The Blogger logo is prominently displayed. Below the logo is a 'Sign in to use Blogger with your Google Account' section with fields for 'Username (Email)' and 'Password', a 'SIGN IN' button, and a 'Remember me (?)' checkbox. The main heading is 'Create a blog. It's free.' with an orange 'CREATE A BLOG' button. Below this are three main features: 'Beautiful templates' (Customize your layout, fonts, colors and more... with a link to 'Try the template designer'), 'Your blog' (Share your thoughts, photos, and more with your friends and the world), and 'Easy to use' (It's easy to post text, photos, and videos from the web or your mobile phone). To the right, under 'Learn more:', there are links for 'Take a quick tour', 'Watch a video tutorial', 'Discover more features', and 'Read Blogger Buzz'. At the bottom right, there is a 'Blogs of Note' section with a link to 'Everything I Like Causes Cancer'.

The screenshot shows a blog post titled 'Ostrobogulous cackleberries'. The navigation bar includes 'HOME', 'ROAD-TRIP'N!', 'ROUTE 66', and 'PACIFIC COAST HWY'. Below the navigation is the text 'SMALLISH THINGS ABOUT ME'. The main image is a composite of a red and white Volkswagen bus flying through a cloudy sky, a desert landscape with a red dirt road, and a Route 66 sign. Below the image are two article teasers: 'Vanishing America on Route 66' with a sub-link 'Desert Palette and a Lonely Raven on Route 66', and another snippet starting with '...Traveling is like flirting with life. It's like saying, I would stay and love you, but I have to go; this is my station.'...'. The date 'SEPTEMBER 16, 2010...2:51 PM' and the title 'Gone Crackers on Route 66' are visible. At the bottom right, there is a 'Jump to Comments' button and the blog name 'recent cackleberries...'.



WordPress

- Popular Blogging software
- Offers free and annual fee versions
- Fast and easy to get started
- Over 100 “theme” templates
- Built in ability to block spam

Begin a Blog using WordPress



- Go to www.WordPress.org
- Click on “Get Started Now”
- Fill in the form to sign up
- Follow the directions on your handout



Review of Class Goals

- Understand definitions & differences between websites and blogs
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- Begin a new blog/website

**We appreciate the time you spent with us.
We hope to see you at the next training!**

**These materials were created collaboratively by the
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and the New Mexico State Library, under grants provided by the
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These materials are not to be used for profit.**

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