

Slide 1



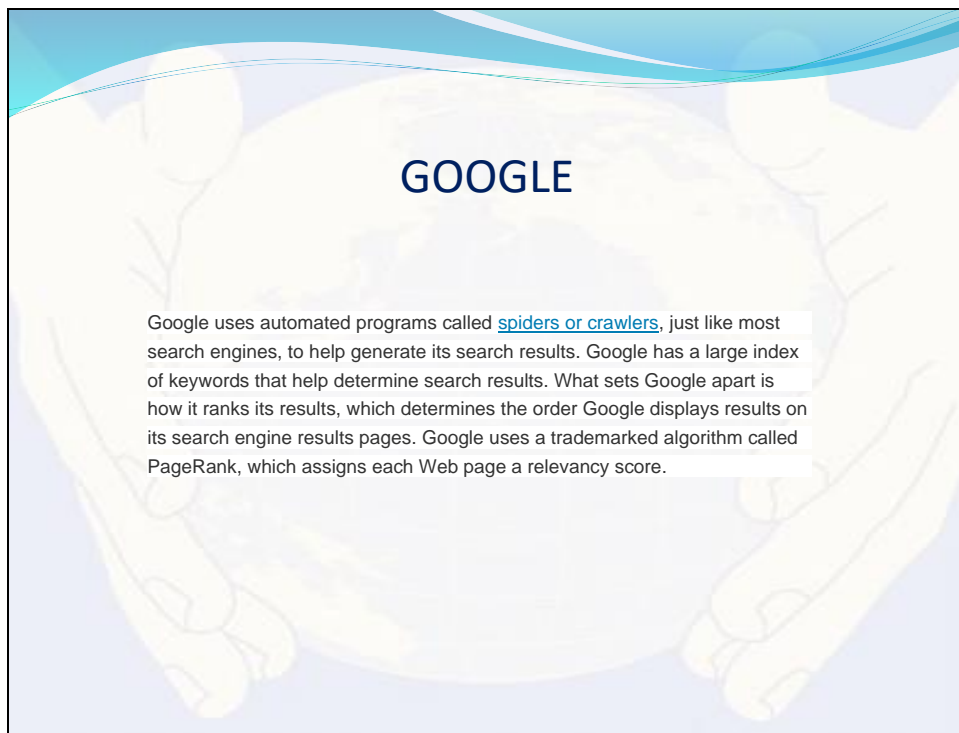
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**GOOGLE**

A Web page's PageRank depends on a few factors:

- The frequency and location of keywords within the Web page: If the keyword appears only once within the body of a page, it will receive a low score for that keyword.
- How long the Web page has existed: People create new Web pages every day, and not all of them stick around for long. Google places more value on pages with an established history.
- The number of other Web pages that link to the page in question: Google looks at how many Web pages link to a particular site to determine its relevance.

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**GOOGLE**

- Google Search
- Android- mobile operating system >2 Billion devices
- Chrome-dominant desktop browser
- Google maps
- You Tube- 2<sup>nd</sup> most popular, owned by?
- Pixel phone
- Chromecast
- Google Home
- Chromebooks- laptops

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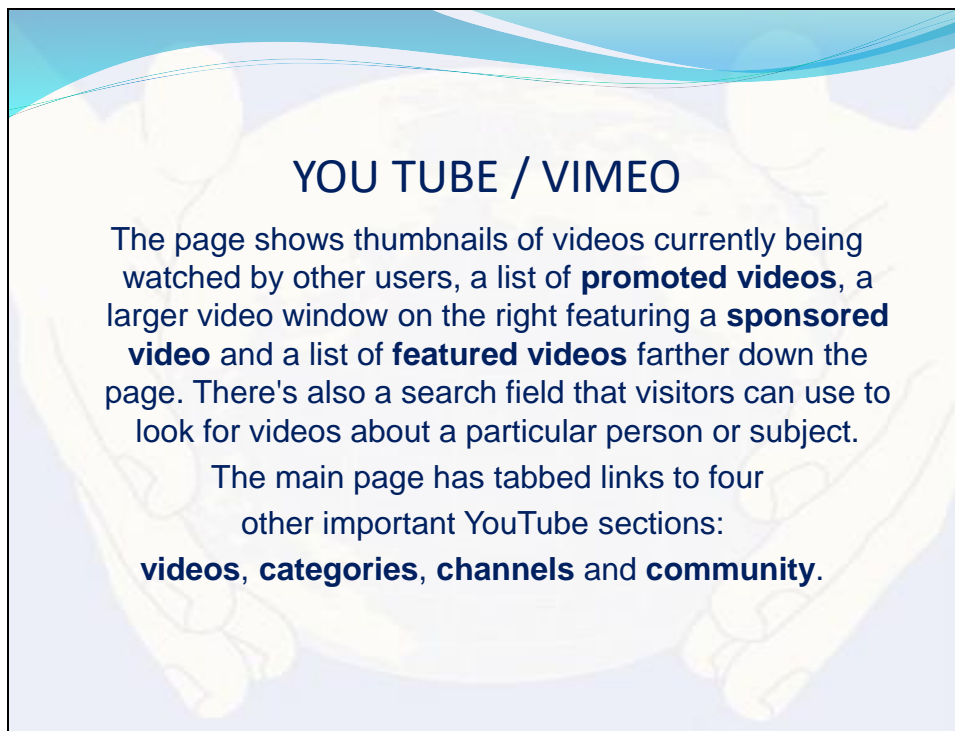


**YOU TUBE / VIMEO**

YouTube videos are all in Adobe Flash Video format, which has the file extension designation of .flv.

.flv files tend to be smaller than other formats. Second, Flash Video requires a flash player **applet** rather than a stand-alone video player.


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**YOU TUBE / VIMEO**

The page shows thumbnails of videos currently being watched by other users, a list of **promoted videos**, a larger video window on the right featuring a **sponsored video** and a list of **featured videos** farther down the page. There's also a search field that visitors can use to look for videos about a particular person or subject.

The main page has tabbed links to four other important YouTube sections:  
**videos, categories, channels** and **community**.



## YOU TUBE / VIMEO

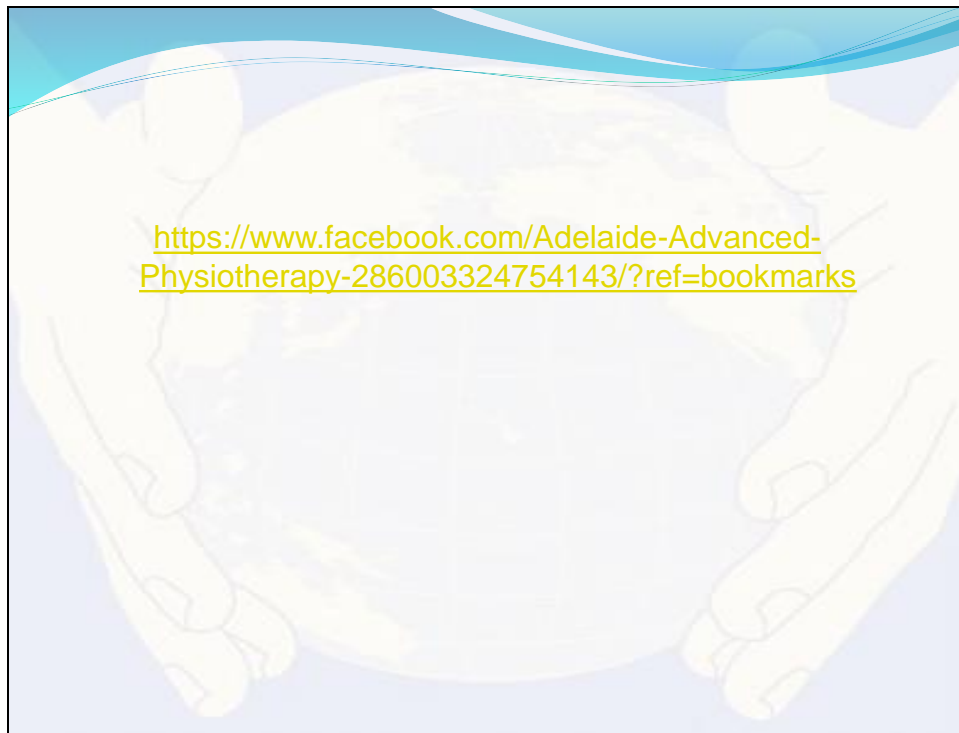
- Video content not screened, copyright can be breached.
- Corporations now creating content as is the new free to air tv channel.
- Youtuber??



## Facebook

- 2 billion users
- Longer content, images, video, text from desktop and mobile.
- Can't control comments or reviews.
- Owns Instagram

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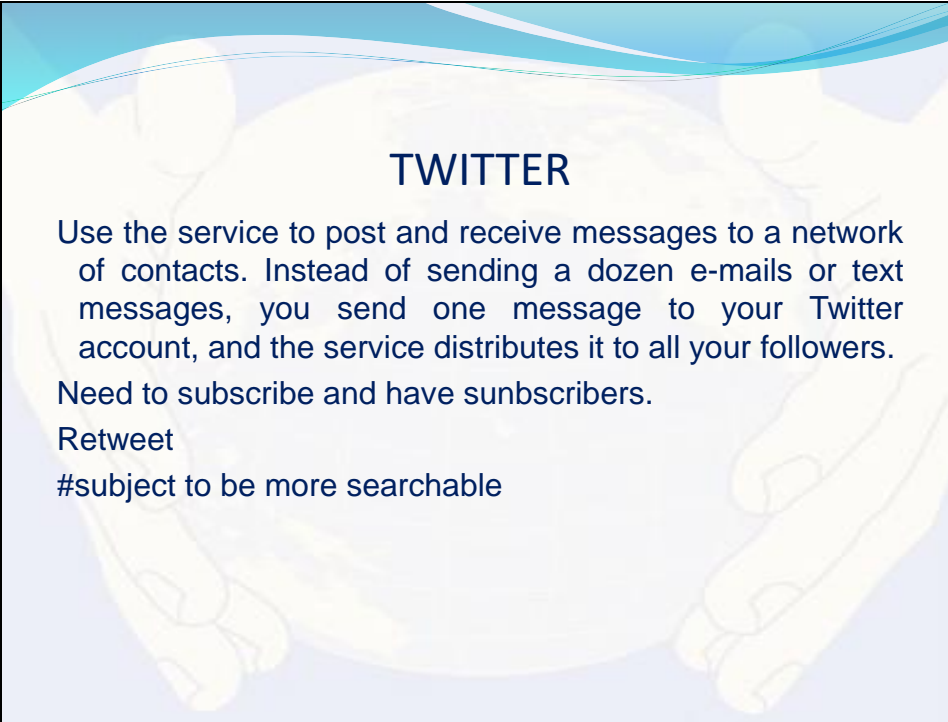
## INSTAGRAM

- 700 million users, growing 100million 6/12
- Shorter image and video based content from a mobile device
- Instagram Stories- last 24hrs, but can be copied.
- Link to facebook
- # themes / subject



## Linkedin

- Professional networking, like a public CV
- Used to find job or future employees, business connections / partners, sales.
- No Blogs, photos, videos or custom layouts.
- Used by corporate recruiters+++
- Assumed that your connections are well known or trusted business contacts.



## TWITTER

Use the service to post and receive messages to a network of contacts. Instead of sending a dozen e-mails or text messages, you send one message to your Twitter account, and the service distributes it to all your followers.

Need to subscribe and have sunscribers.

Retweet

#subject to be more searchable

**Web Page**

**The 5 key elements you need to make your website successful are:**

- 1. Design of a Website**
- 2. Search Engine Optimization**
- 3. Marketing**
- 4. Website Security**
- 5. Website Trust Signals**

**Web Page**

- Your website should have a consistent design.
- The colours used should reflect your brand colours
- It's Important that your homepage has a clear message and represents your services and products in an interesting manner.
- Call to Action- what do you want people to do on your page?
- Mobile friendly web page
- Search engine Optimization You want your website to rank well and get traffic.
- Marketing. Word of mouth still best. Get people engaged.
- Security your website needs SSL certificate to be able to be served over HTTPS protocol.
- Build trust on your web page- reflect your business



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**OFFLINE PROFILE**

Be seen by your tribe.

Tailor the language to suit your audience.

Offline profile compatible with online profile.

Primary focus on education and sharing.

**OFFLINE PROFILE**

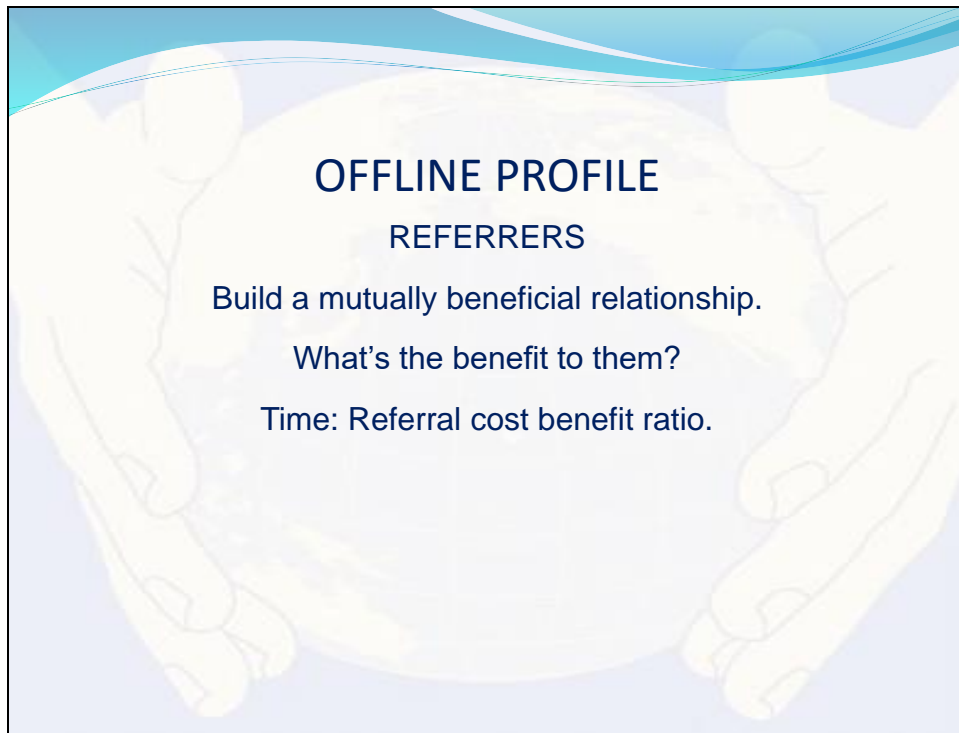
**SPORTS TEAMS**

Are you doing for the fun / experience  
or are you doing it for referrals?

Why pay you if you're offering it free?

Set a time limit to each free consult.

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**OFFLINE PROFILE**  
**REFERRERS**

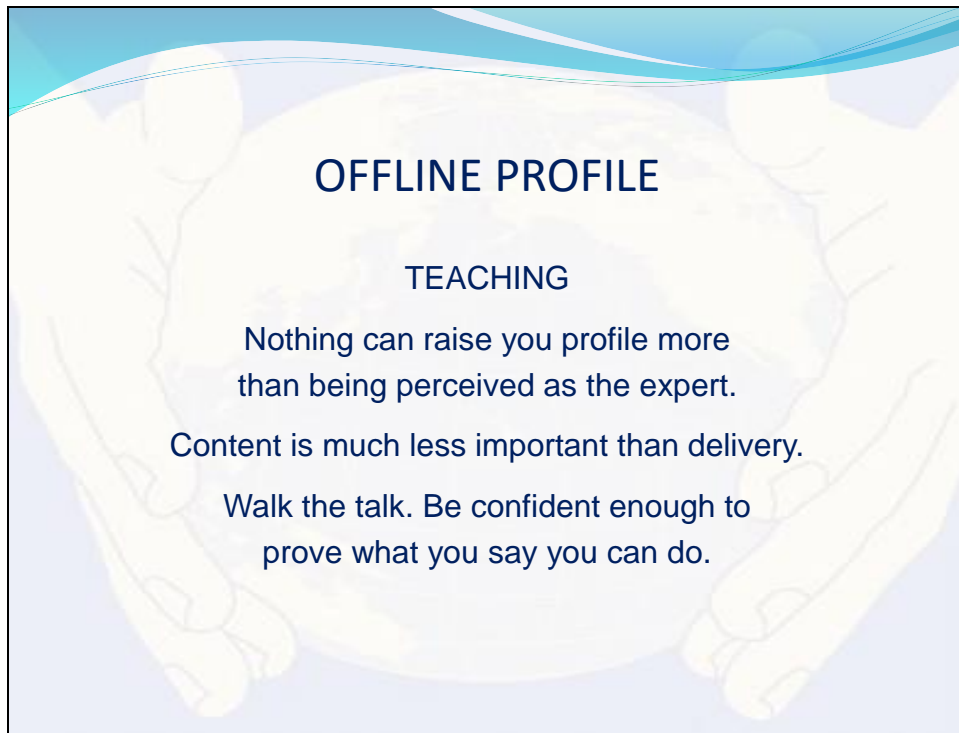
Build a mutually beneficial relationship.  
What's the benefit to them?  
Time: Referral cost benefit ratio.

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**OFFLINE PROFILE**  
**SUPPORT GROUPS**

Choose your audience wisely!  
Information and advice – good result stories.  
Research your subject but be willing to admit that you don't know everything.



**OFFLINE PROFILE**

**TEACHING**

Nothing can raise your profile more than being perceived as the expert.

Content is much less important than delivery.

Walk the talk. Be confident enough to prove what you say you can do.