

# The Web

Start Your Business course.bplans.com

---

---

---

---


---

---

---

---

# Setting Web Strategy



© Timothy J. Berry, Palo Alto Software, 2007-2009. All rights reserved.

---

---

---

---

---

---

---

---

# Common Web Types

- Listings
- Collateral
- Product store
- Info store
- Prospecting
- Web applications
- Millions of others...



© Timothy J. Berry, Palo Alto Software, 2007-2009. All rights reserved.

---

---

---

---

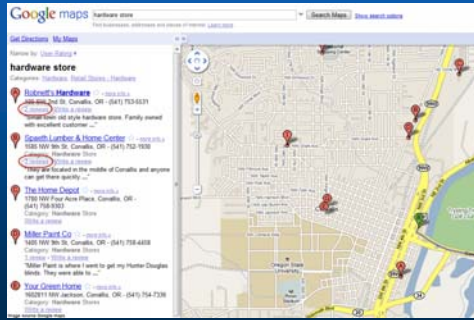
---

---

---

---

## If Nothing Else, Get Listed



© Timothy J. Berry, Palo Alto Software, 2007-2009. All rights reserved.

---

---

---

---

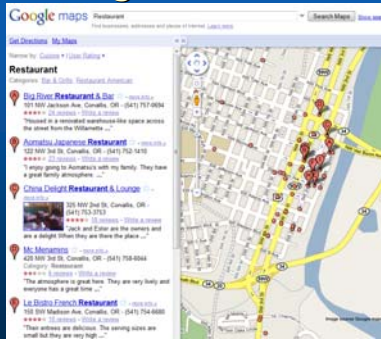
---

---

---

---

## Dealing With Reviews



© Timothy J. Berry, Palo Alto Software, 2007-2009. All rights reserved.

---

---

---

---

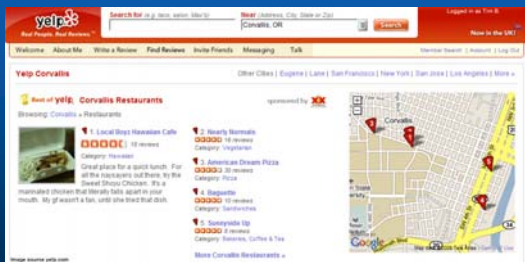
---

---

---

---

## Reviews, and More Reviews



© Timothy J. Berry, Palo Alto Software, 2007-2009. All rights reserved.

---

---

---

---

---

---

---

---

## Simple Business Collateral



---

---

---

---

---

---

---

---

## Web Store Selling Products



---

---

---

---

---

---

---

---

## Web Store Selling Information



---

---

---

---

---

---

---

---

## Prospecting



© Timothy J. Berry, Palo Alto Software, 2007-2009. All rights reserved.

---

---

---

---

---

---

---

---

---

---

## Web Applications



© Timothy J. Berry, Palo Alto Software, 2007-2009. All rights reserved.

---

---

---

---

---

---

---

---

---

---

## Web 2.0 and Fremium



© Timothy J. Berry, Palo Alto Software, 2007-2009. All rights reserved.

---

---

---

---

---

---

---

---

---

---

## Social Media and Business



© Timothy J. Barry, Palo Alto Software, 2007-2009. All rights reserved.

---

---

---

---

---

---

---

---

## Twitter



© Timothy J. Barry, Palo Alto Software, 2007-2009. All rights reserved.

---

---

---

---

---

---

---

---

## Facebook



© Timothy J. Barry, Palo Alto Software, 2007-2009. All rights reserved.

---

---

---

---

---

---

---

---

## Blogging



© Timothy J. Barry, Palo Alto Software, 2007-2009. All rights reserved.

---

---

---

---

---

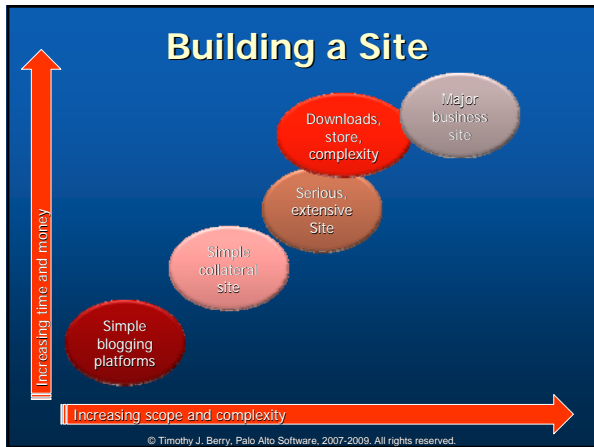
---

---

---

---

---




---

---

---

---

---

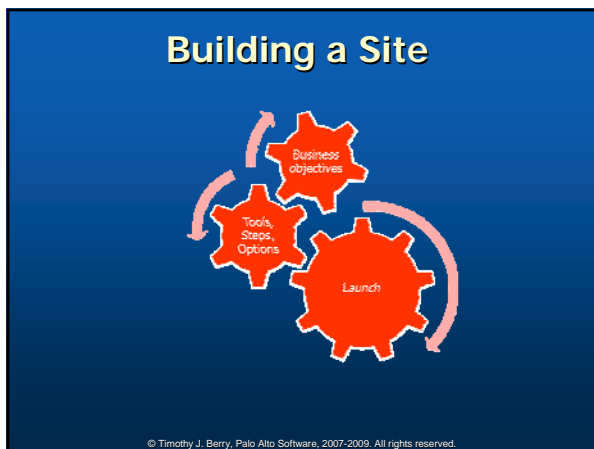
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

## Building Traffic



The screenshot shows a Wikipedia article about Search Engine Optimization (SEO). The article text is partially visible, discussing the process of improving the volume or quality of traffic to a website from search engines. It mentions that typically, the address a site appears in the search results for the most visitors it will receive from the search engine. SEO may target different levels of search, including image search, local search, and industry-specific vertical search engines. The article also notes that SEO is an integral marketing strategy and that SEO considers how search engines crawl and index pages, as well as associated coding to help increase the likelihood of specific keywords and to remove barriers to the indexing of search engines. The article concludes by stating that the acronym "SEO" can also refer to "search engine optimizers," a term adopted by an industry of consultants who carry out optimization projects on behalf of clients, and by employees who perform SEO services in-house. Search engine optimizers may offer SEO as a stand-alone service or as a part of a broader marketing campaign. Because effective SEO may require changes to the HTML source code of a site, SEO tactics may be incorporated into web site development and design. The article is dated from 2007-2009.

© Timothy J. Barry, Palo Alto Software, 2007-2009. All rights reserved.

---

---

---

---

---

---

---

---

---

---

## Keeping Visitors at Your Site



The image shows a large, dense pile of colorful balloons in various colors including red, blue, yellow, green, and purple. The balloons are of different sizes and some have ribbons attached. The pile is overflowing and covers most of the frame.

© Timothy J. Barry, Palo Alto Software, 2007-2009. All rights reserved.

---

---

---

---

---

---

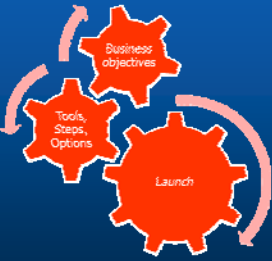
---

---

---

---

## Final Reminder: Business Goals



The diagram consists of three interlocking gears. The top gear is labeled "Business objectives". The bottom-left gear is labeled "Tools, Steps, Options". The bottom-right gear is labeled "Launch". Arrows indicate a clockwise flow from "Business objectives" to "Tools, Steps, Options", then to "Launch", and finally back to "Business objectives".

© Timothy J. Barry, Palo Alto Software, 2007-2009. All rights reserved.

---

---

---

---

---

---

---

---

---

---