Step 6

Marketing on Internet

One.com Textalk Youtube

Windows 10

Beginning

You must know Step 1, 2, 3, 5.

Webbpage

Start your webbreader.

Enter http://studtit.eu

The webpage shows conclusion of the business and how customers get contact with the business.

Blogg

Enter http://studyitblogg.liljedalsmarina.se

Blogg shows a more personal picture of owner of the company. Owner describe himself or herself and customers may leave a comment and ask questions.

Emma

Emma is living on the countryside. Shee is travelling around and sells her knitted clothes in different market places but the best market place she thinks will be internet.

She has earlier placed a webbpage on internet with help from step 5 webbpages. As she has her webbside on webbhotel one.com she also can create a blog there.

She even want to start a webbshop of her own.

Webbpage

Here Emma is telling about her company. She shows where she is, which her opening times are, which market places she visits and a summarize of her products.

She is telling about her blogg where she describes her life and where costumers can ask about the products and even about knitting.

Blogg

Differens between webbpage and blogg is that blogg gives possibility to a dialog between Emma and her customers.

She may create the blog on a webbhotel f.ex. One.com.

She may registrate her blog in a sajt handeling blogs f.ex. bloggportalen or bloggtop

A user may search interesting blogs here, read a short information about the blog and reach the blog by link.

Webbshop

In this course we are going to summurize the webbshop at textalk.se.

As you will see it is a big work to build a workshop.

Costumer will hopefully find webbpage and webbshop by searchword costumer write in a searching engine (f.ex. google). You may increase chanses by having as many links to and from your webbpage as possible.

You even may pay for advertisment (google adwords) or pay supplier of webbshop..

Today you have 30 days for free to build a webbshop.

Yoy may build several webbshops but every one has to have its own mailadress/username. <it is not possible to delete a webbshop. When you have decided to activate the webbshop you must be ready to pay.

You need a mailadress as username to your blogg and a mailadress to your webbshop. You may use the same adress and find out a password.
To adress to webbshop the orders customer do will be sent.

Do not think you will create an acceptable blogg first time. Concentrate on basic structure. You will change blogg many times.
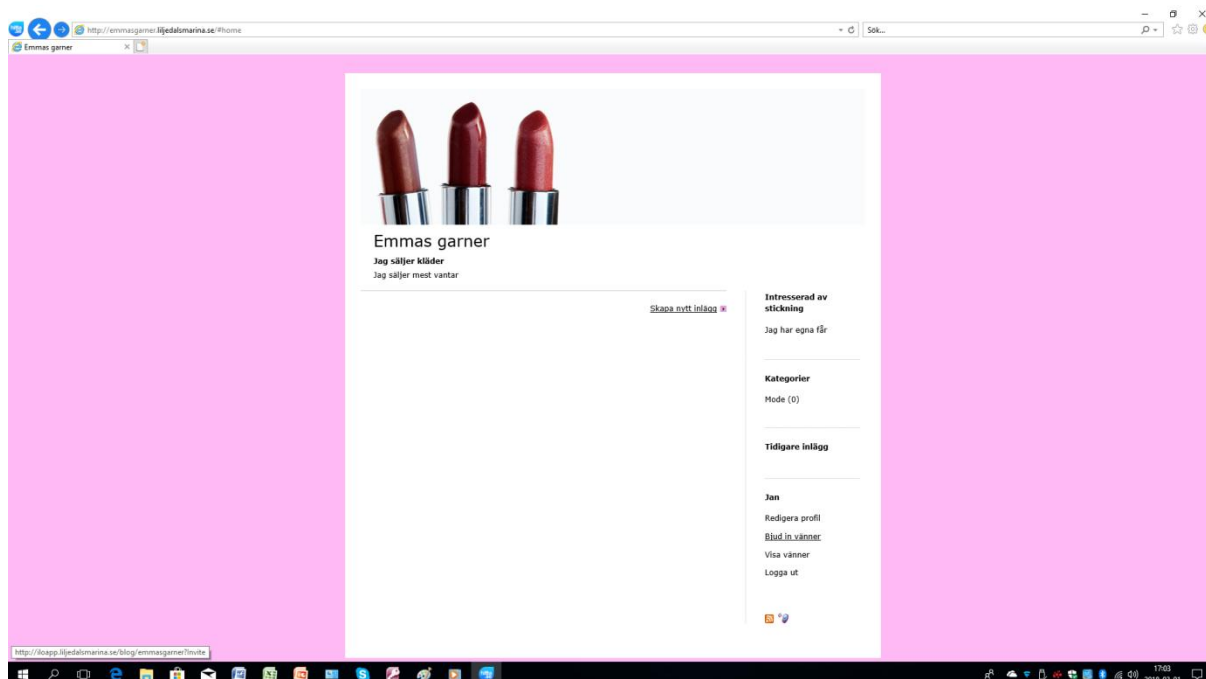
Blogg

Don´t think you are able to do an acceptable blog first time. Concentrate on view of blog you are going to change it many times.

Plan your blog

There are many things to be aware of when creating your blog. You will probably earn time by planning your blogg before you create it.

We start with your emailadress which is your username when you login to one.com. We even suppose you have one domain beside this which you want to place your blog in. If you only have username/mailadress to one.com it also is username for blog. When you create blogg you also create a bloggadress. These three addresses you write on rows 11, 13, 15 in adresslist.

When you create blog you have possibility to create a banner in blog. Yoy even may write some rows about the blog with headline and text. You even can write something about yourself with headline and text.

When you have created the blogg and enter by bloggadress you have to write username of the blogg and password. Then you will see a banner on top of blog and text about yourself. An user entering blog of course will see the same.
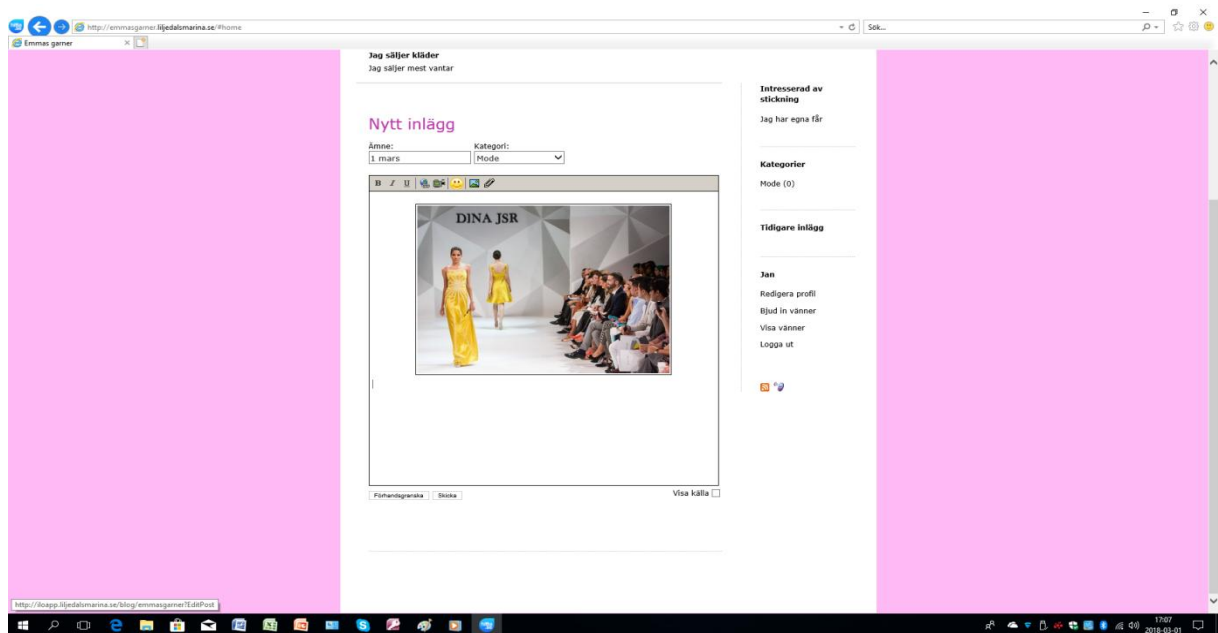
Creating an insertion

Enter your blog by bloggadress.

Login to your blog by mailadress and password.

Clich right arrow

Click make an insertion

Write a headline for insertion f.ex. 1 march.

When creating an insertion you may write text, add photo, add video o.s.o.

Loggout from blogg and loggain again
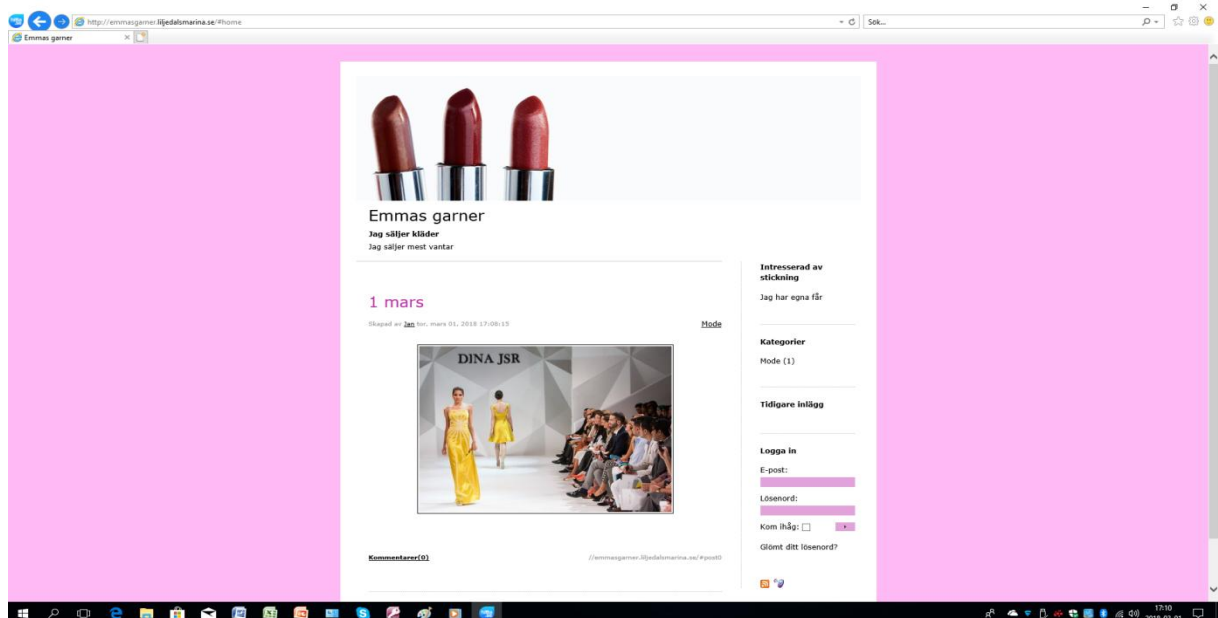
The blogg is now looking like this.

All users may write a comment which you as an owner are able to nswer in the next insertion.

Create blogg

Start webbreader and enter One.com.

Logg in to control panel by domain and password. (Step 5).

Click blogg.

Click create blogg.

Titel för bloggen

Bloggnamn: emmasgarner ✕

Adress

○ www.liljedalsmarina.se

◉ emmasgarner .liljedalsmarina.se

Föregående | Nästa →

Registrate corresponding to Emmas garner as a name of blogg.

URL-adress to the blogg will be emmasgarner.studyitmac.eu

This adress is on row 1 adresslist. Write your own on row 2 and click <Next>

Accept adjustments for time and anonymus letter to the editor. Click <Next>

one.com
Domain • Hosting • E-mail

👤 liljedalsmarina.se   Chattsupport | Guide | Tillbaka till menyn | Logga ut

Bloggadministration   Steg 3 av 6

Om mig & Om bloggen

Om mig

Inaktivera "Om mig"-ruta i bloggen: ○ Ja   ◉ Nej

Rubrik ("About me" i exemplet)

Emmas garner

B I U 🔗 @

Jag har jobbat med att designa kläder under många år. att sticka kläde av ull från mina egna får tycker jag är ett underbart arbete.

About the blog

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Morbi velit est, consequat ac, sagittis venenatis, facilisis et, sem. Integer ac nisl.

About me

Lorem ipsum
123 Lorem
Loremville
LI 54321
Loremnation
Lorem@ipsum.com

Categories:
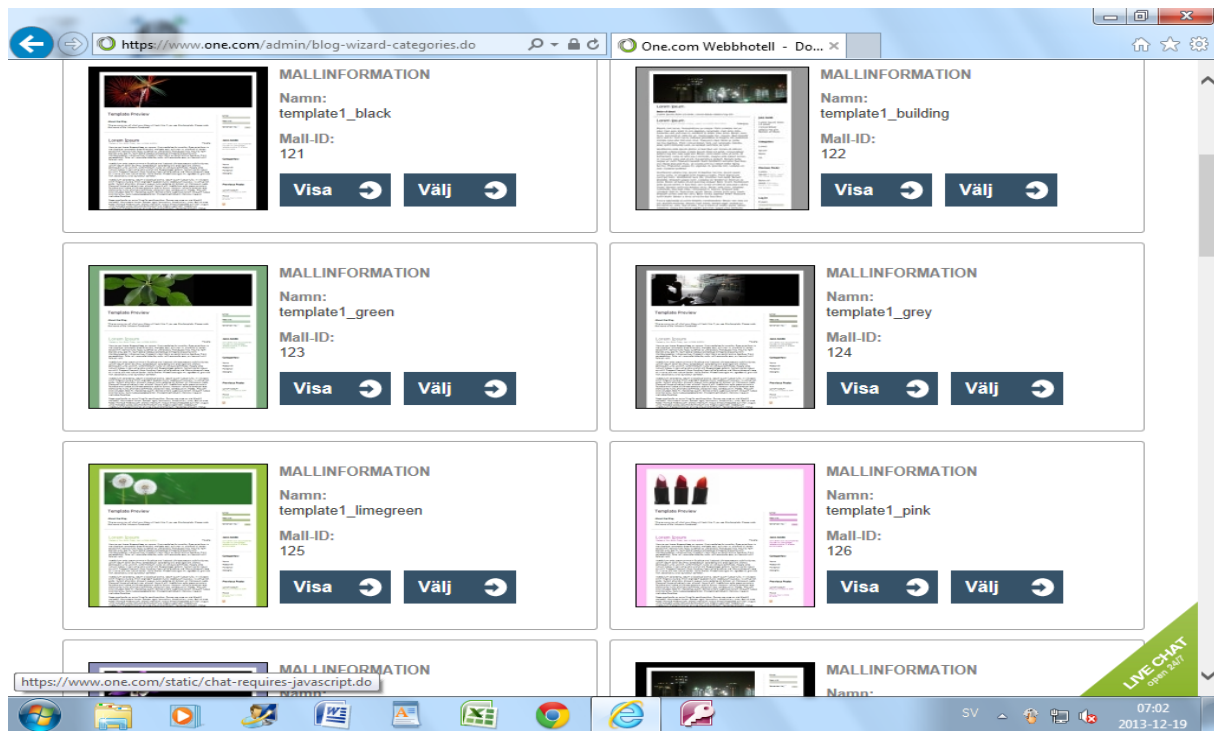
Here you write about yourself.

Click <Next>

Here you registrate a mailadress which is username of your blogg and a password you find out. This adress is in row 3 adresslist and you may write your adress and password on row 4.

Click <Next>

Cathegory is fashion.

Click <Next>

You may choose among a number of forms to create your blogg.

You may study a form by Show and choose it by Choose.

Choose f.ex form with three lipsticks
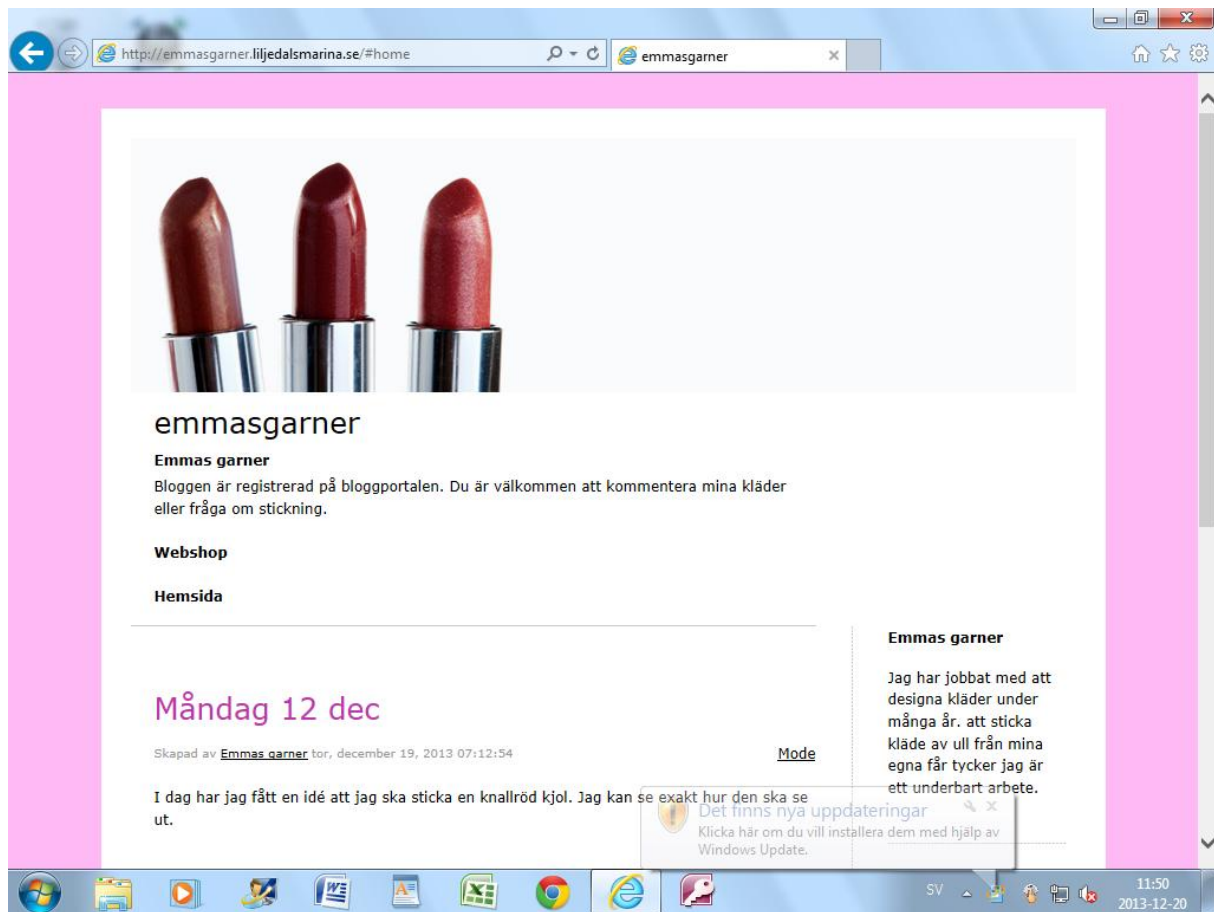
Click <Create blog> and logout

Choose f. ex. the form with three lipsticks.

Click <Create blogg>

Logg out från One.com.

Check the blogg

Enter emmas blogg by URL-adress Corresponding to
http://emmasgarner.studyitmac.eu (rad 2).

Your description of blogg is on top and description of yourself is to the right.

Suppose yo want to change in description of blogg or about yourself.

Logg in to one.com

Click blogg.

Click Edit on same row as blogg name.

Click About me and About blogg.

Here you may change your texts

Click <Save> if you have changed some text

Logg out from One.com.

Make an insertion

Use the URL-adress to your blogg corresponding to
http://emmasgarner.liljedalsmarina.se (row 5)

An insertion is when you as an owner to the blog write something.

Under every insertion is the text Comments (0) which means no reader has written any comment to the insertion or Comment (1) which means one reader has written a comment.

If you click the word comment you get possibility to read comments and write a comment by yourself. You may delete a comment when you are logged in.

Logg in to blogg with the mailadress and password you used when you created the blogg (row 5)
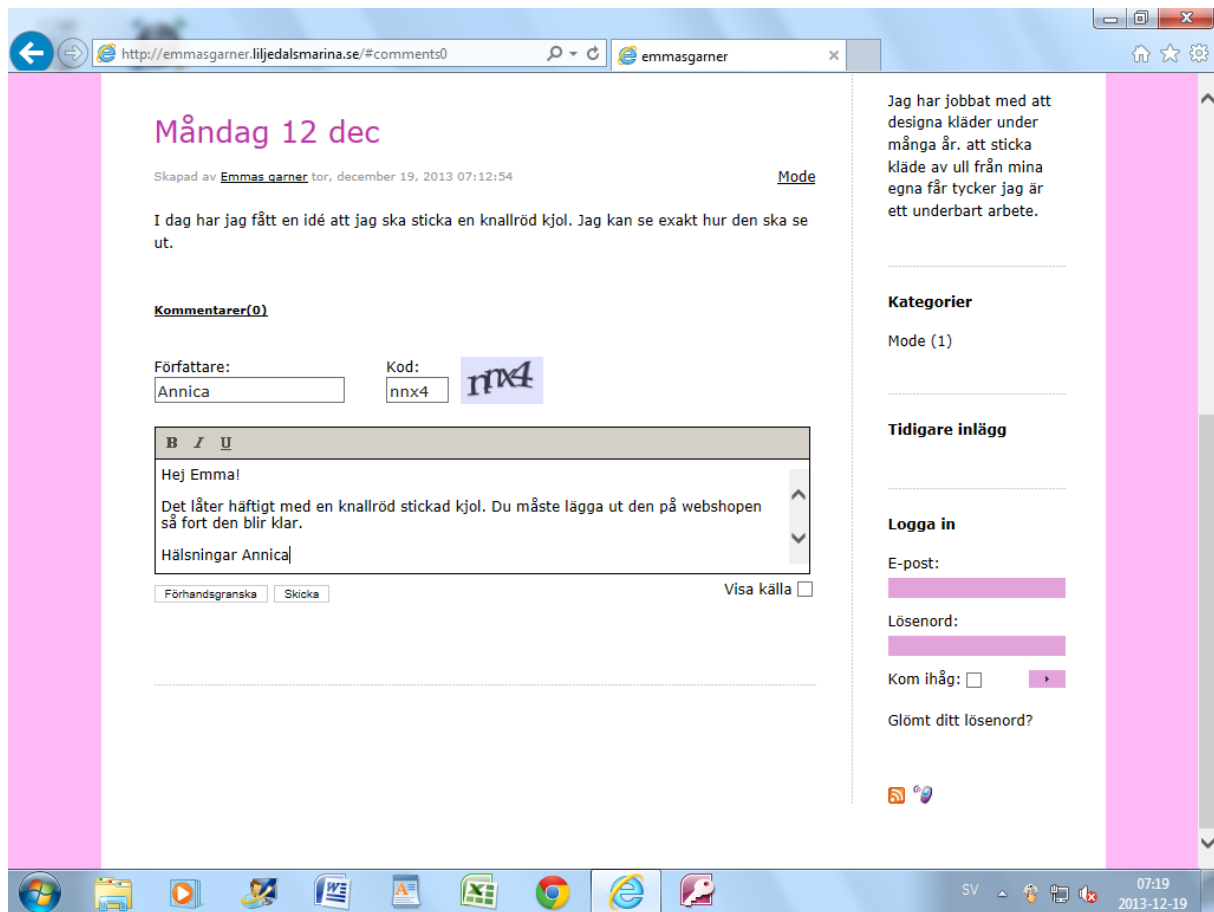
Clicka Create new insertion.
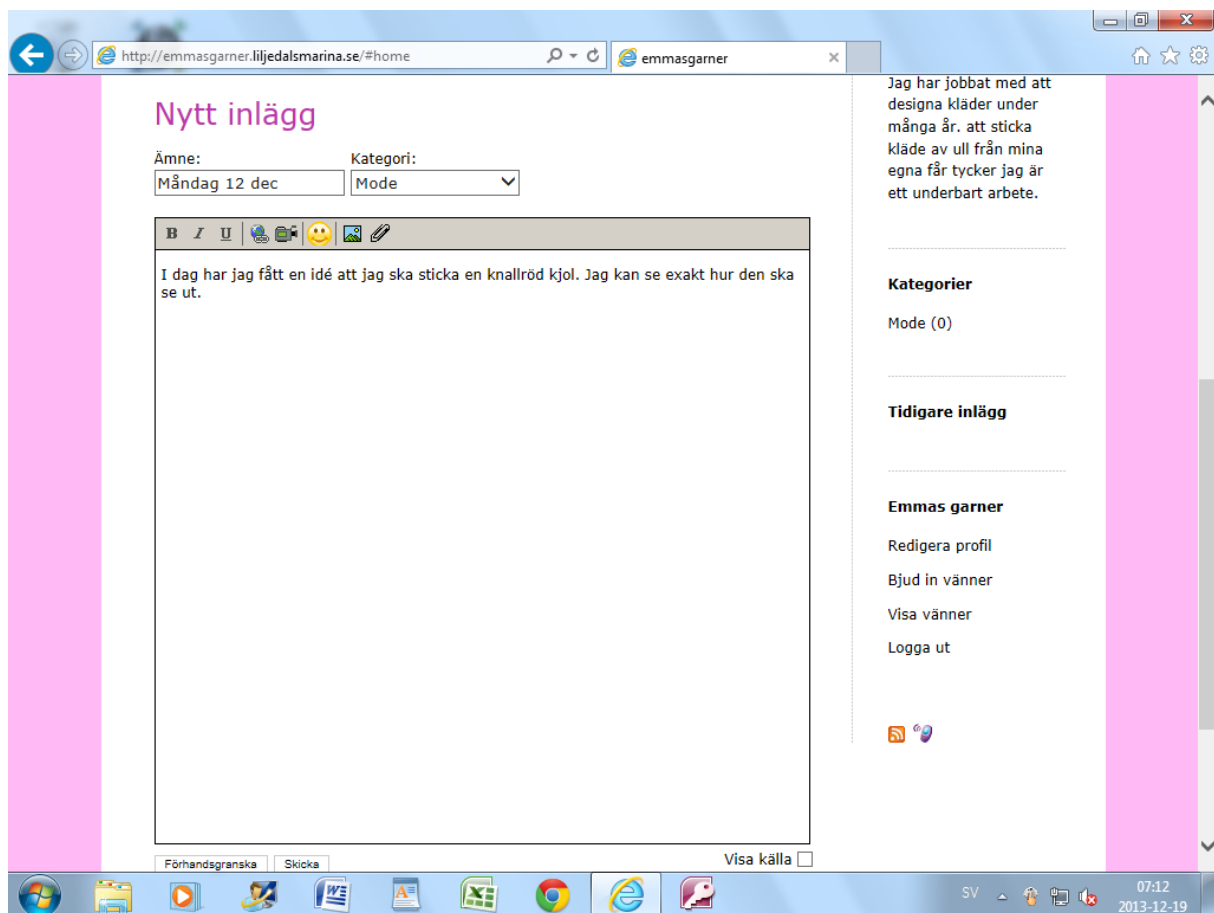
Write an insertion and click <Send>

Logg out.

Write a comment

Pretend to be a costumer.

Enter corresponding http://emmasgarner.liljedalsmarina.se (row 5)

Click Comments and write a comment and click <Send>

Comments(0) now is changed to Comments (1) and the customer clicking there can read the comment.

Webbshop

Beginning

Webb editor (Step 5) is development tool for webbpages. Textalk is a development tool for webbshop.

Textalk from today is too complicated to make a going thru in education on this basic level. Thou we will take a look to help you to start if you decide to textalk You may try textalk for free for 30 days. When you are ready with your webbshop you make it active . Then it is reachable for your costumers and you start paying for it. If you have created a webbshop which you are not happy with you have to login with a new username and password and start from beginning.

You need a mailadress and password to login to textalk. Write this on row 6 in adresslist.
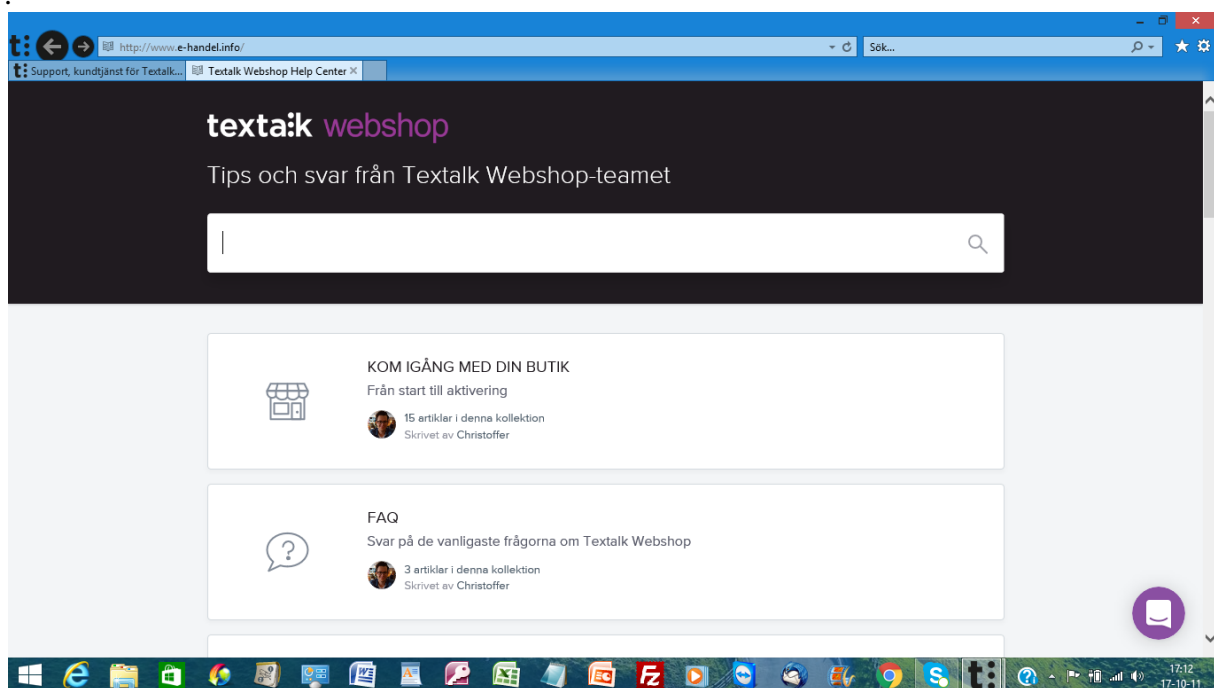
To create webbshop

Enter http://shop.textalk.se
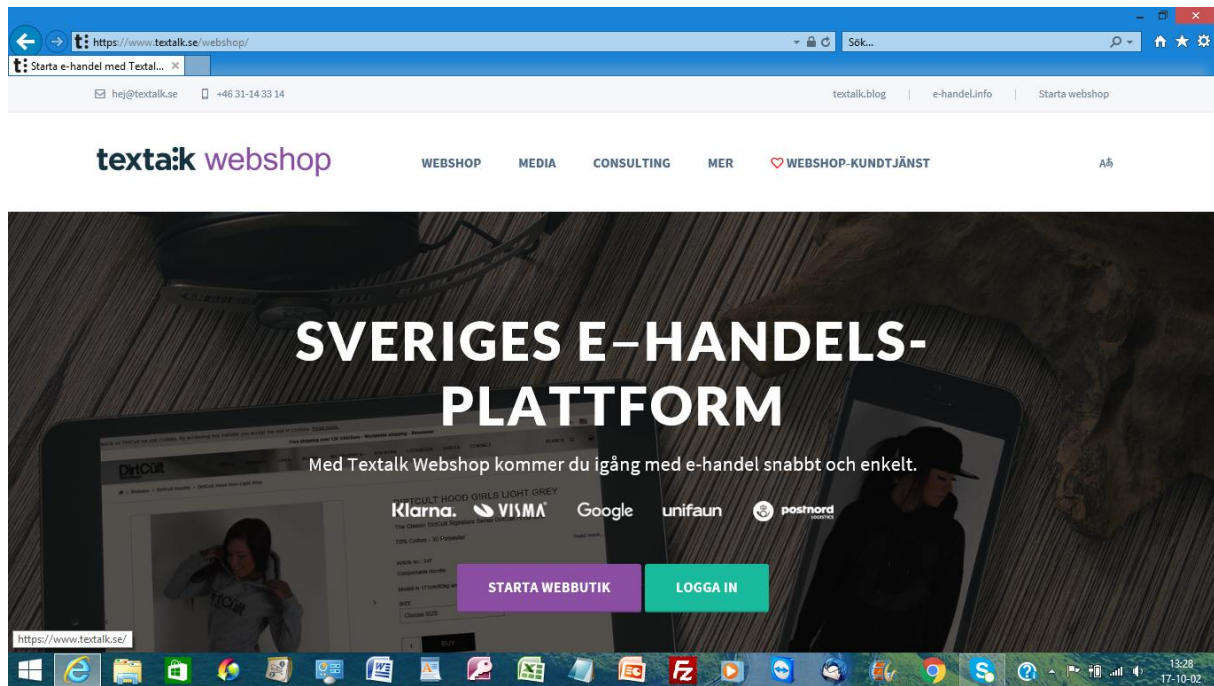
You may drag icon for textalk situated to the left ofURL-adress to screen
and then you will get here faster.

Click Webbshop costumer service/manual

Here you may click Manual and get an overviev how you build your webbshop

Click login
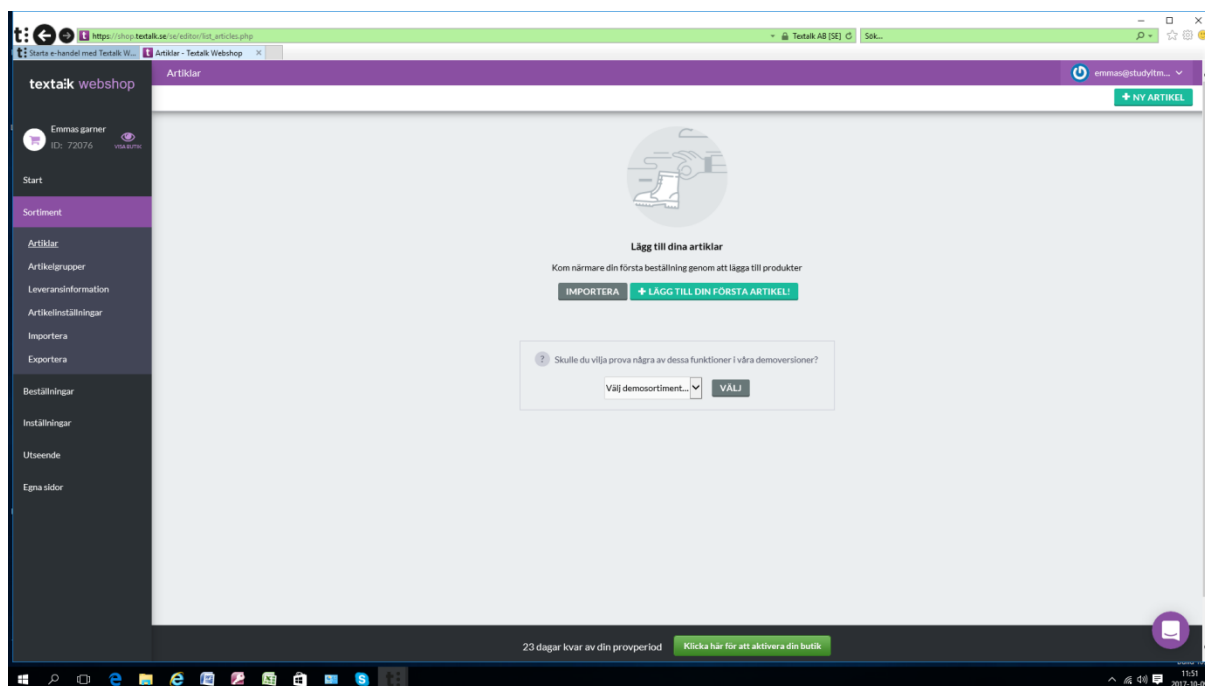
Write your data as in picture (row 6)

Mark Webbshop bas
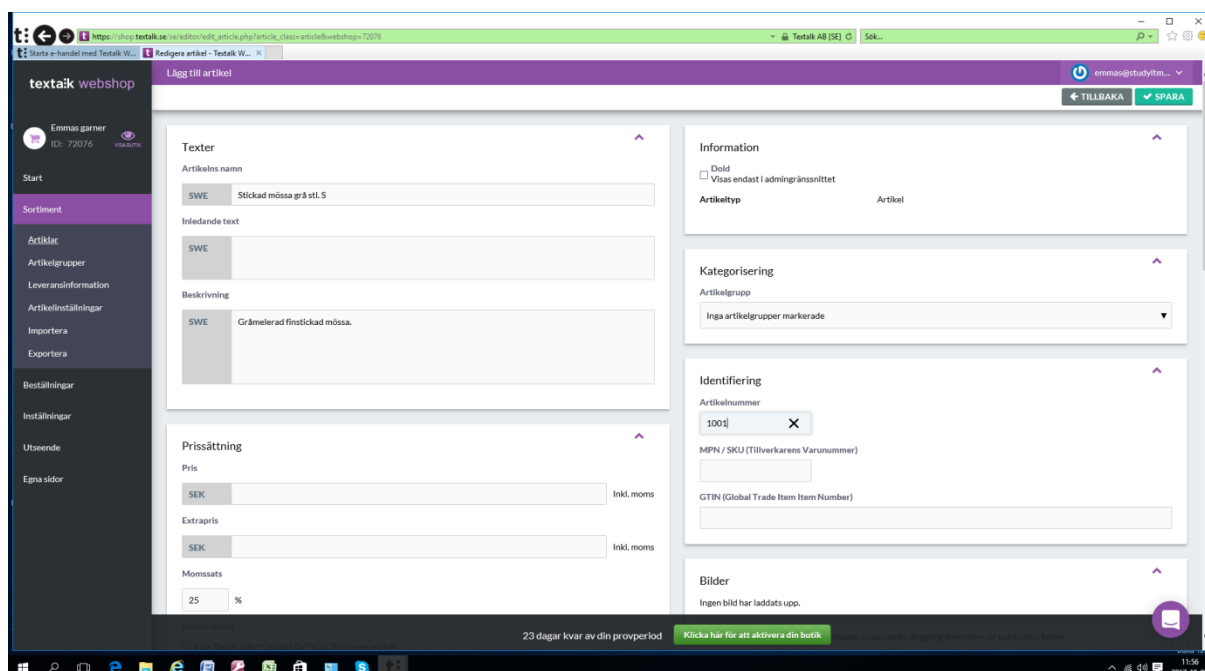
Do not activate your shop

Click <Create shop>

Notice the mailadress du write here you always have to use when communicating with textalk

Click Assortment/Articles

.

Click Add article

Write your first article

Name of article: Stickad mössa grå stl. S
Description: Gråmelerad finstickad mössa
Number of article: 1001
Price: 250

Click Articles

Write next article

Name of article: Stickad kjol grå stl. S
Description: Gråmelerad finstickad kjol
Article number: 2002
Price: 1600

Continue until you have 12 articles

Click look/Examine/Permanent

As you can see your shop will look like this if you have choosen them fabrikk

You have possibility to add photos of your articles until you show all articles in your webbshop. Step 13 and 14 are about handeling and treating pictures.

Searching engines

If you know your customers will find any of your webbpages f.ex. by adverticing you are very lucky. If you have to get costumers in another way this may be a problem.

Here is only a short orientation of some points to concider.

Design your webbpages with short text and so many search words as possible. Search words are words you can imagein your costumers use to find what they are searching for.

Try to use some word which is uniqe for your company. In this way you can see if your webbpage is registrated of a search engine.

Take all chanses to link to and from your webbpages. This increases the chans to be registrated of a search engine.

You can advertice thru googles adwords. You decide a budget per month f.ex. 300 SEK/month and a number of search words. Then your advertisment is shown adjusted to your budget.

If you have webbpage at One.com you will find alternative statistics in control panel. There you see how many visits that have been done to your page.

This is a huge subject. To learn more you can use Search Engine Marketing, Inc. by Mike Moran and Bill Hunt.

Youtube

Orientation club OC Compass has decided to start a videocompetition among members and create a video at youtube to get more members.
A jury will nominate three videos to be published on youtube completed by information and adress to webbpage of the club where you may become a member.

When somebody record a video by a camera or videorecorder the result often is a video with type of file often is filtyp .avi .mov .mp4 eller m2ts. All four may be running in a window computer without problems but .avi is not running ia mac computer without problems

I have recorded three videoes with my camera Sony cyber shot which has given three videofiles .m2ts. These repressntent the three contributions. You may download the three files from studyit.eu beside the booklet. The three files are named contrubution1.m2ts, contribution2.m2ts and contribution3.m2ts. Make sure you have the three files available.

Fild a suitable webbside representing webbpage of the club. Here we use studyit.eu. Write a proper adress row 8 adresslis.Hur du gör en hemsida behandlas i steg 5.

Beginning of presentation at youtube

Create a powerpointpresentation about like this:

Picture 1

OC Compassen

Picture 2

Hallo! We are an orientation club situated around pinelake. We usually have springcompetition and an Autumncompetition. We even usually havea springparty and an autumnparty. Some time every year we also listen to an expert of training.

After this resentation the 3 contributions are shown showing how nice it is to orient. At last our webbpage is shown where you may become a member.

Picture 3

Contribution 1

Photographer: Johan Berg

Picture 4

Contribution 2

Photographer: Anna Svensson

Picture 5

Contribution 3

Photographer: Lisa Berg

Picture6 6

Adress to our webbpage.

Save presentation as OC Compass.pptx in \Dokument \Compass.

Clicka Spara som och spara också som OC Compassen.jpg in same folder.
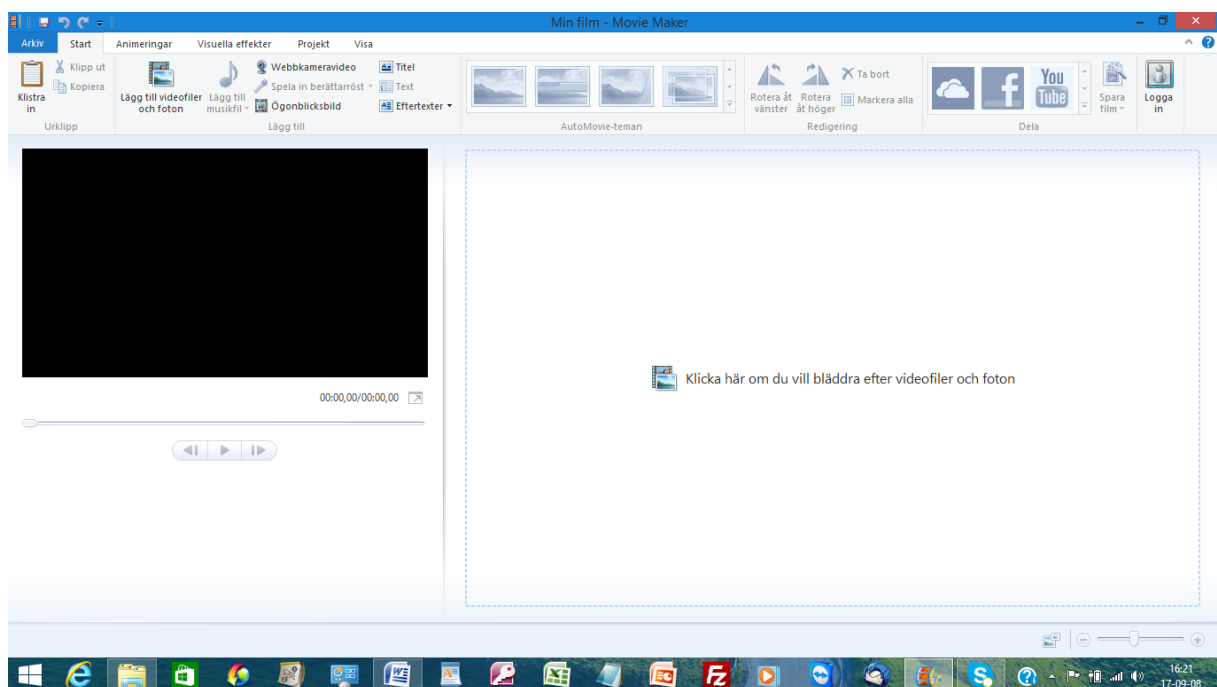
Answer All pictures in dialogsquare.

All pictures are now stored in a folder OC Compass.
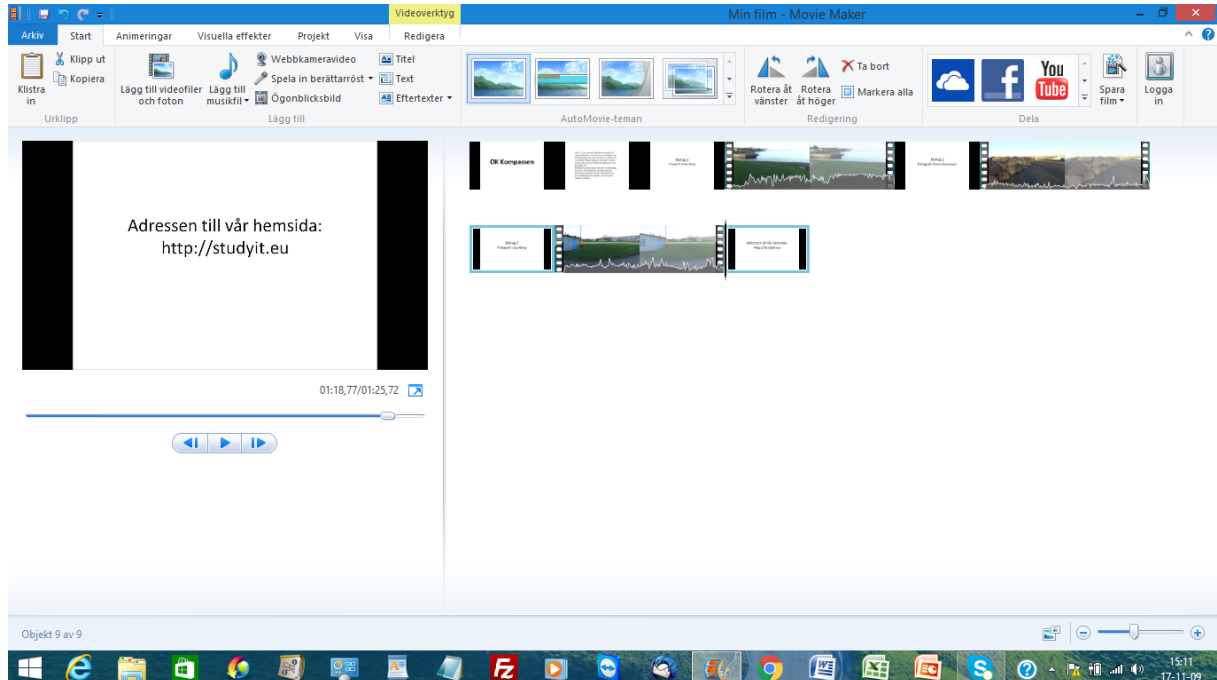
Change PPpresentation to a video

Download program/App Movie maker.

Start Movie maker

Click add videofiles and photoes

Click twice on pictures in folder OC Compass and the three videoes in the following order: Picture 1.jpg, Pictur 2.jpg, Pictur 3.jpg, Contribution 1.m2ts, Picture 4.jpg, Contribution 2.m2ts, Picture 5.jpg, Contribution .m2ts, Picture 6.jpg.
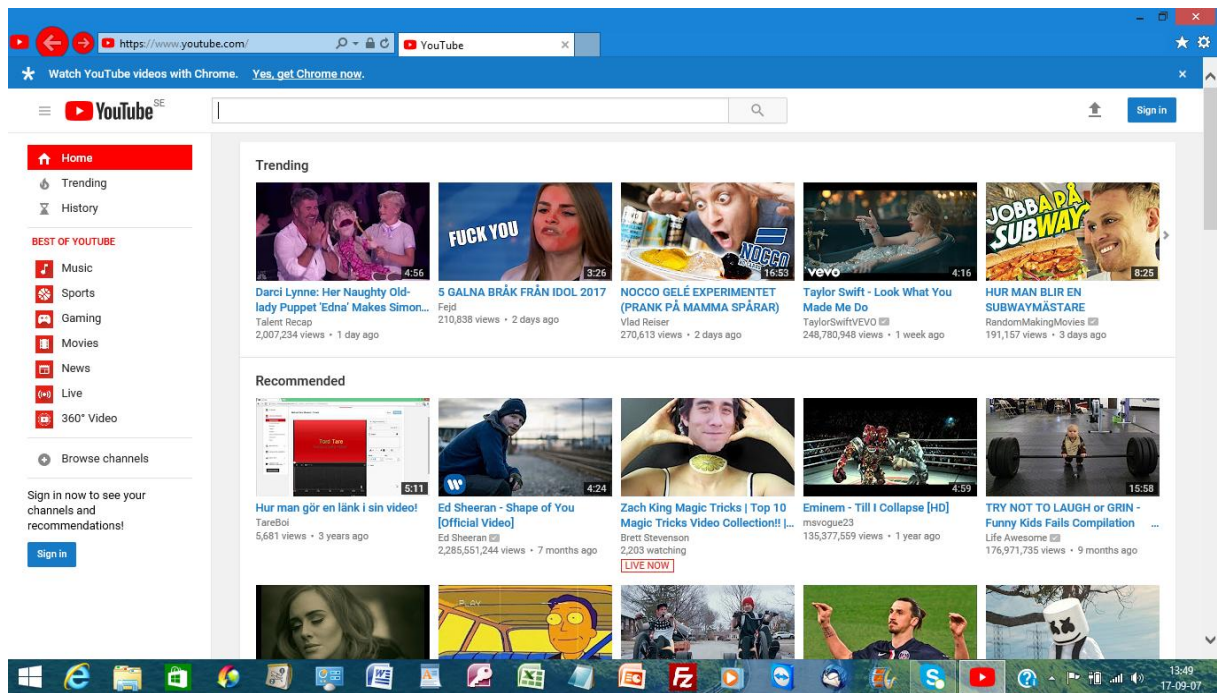

Click Archive/Save film/For computer

Save video as OC Compassen.mp4 in \Dokument\Compass.
Click close in dialog square.

Answer no

Create youtube account

Enter youtube

Clck Login uppe till höger

Now you will reach gmail

Click Use another account.

Create a gmailaccount f.ex. with compass as part of name.
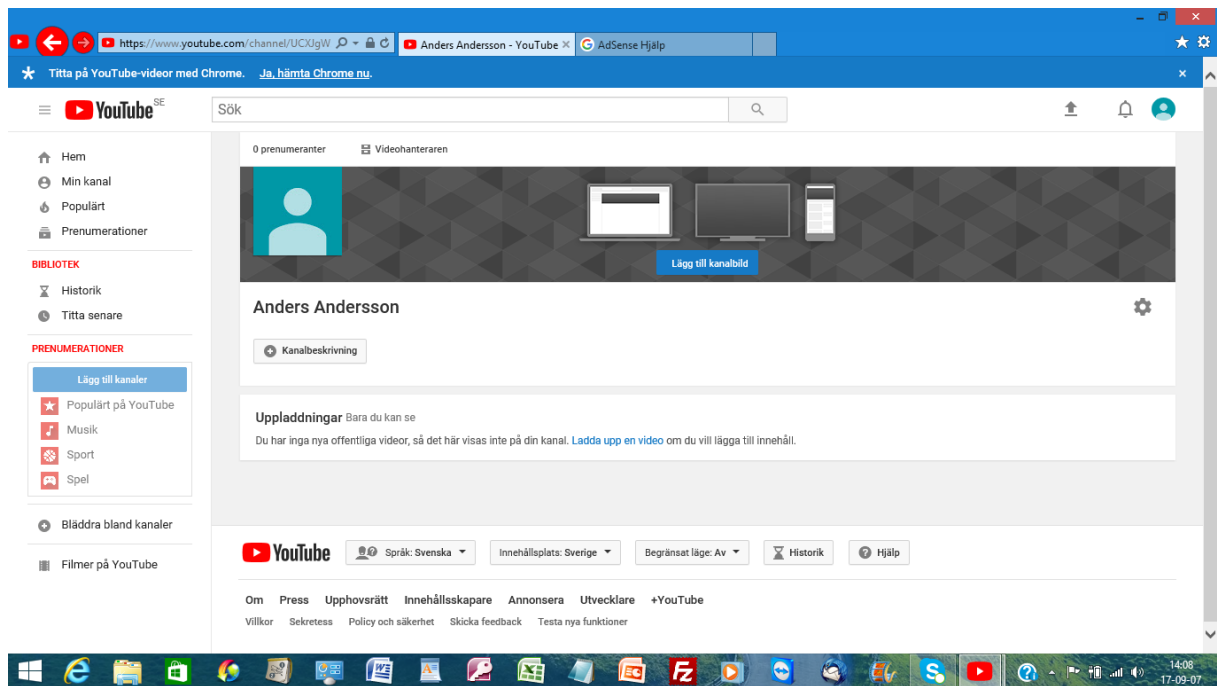Here omvarlden555@gmail.com is used. Write your own adress row 10
adresslist.

Click go on to youtube

Your page now is showing a number of videoes

From now it may be important to know if you are logged in at youtube or not. If
you click the man in a circle on top to the right you see if you are in or not.
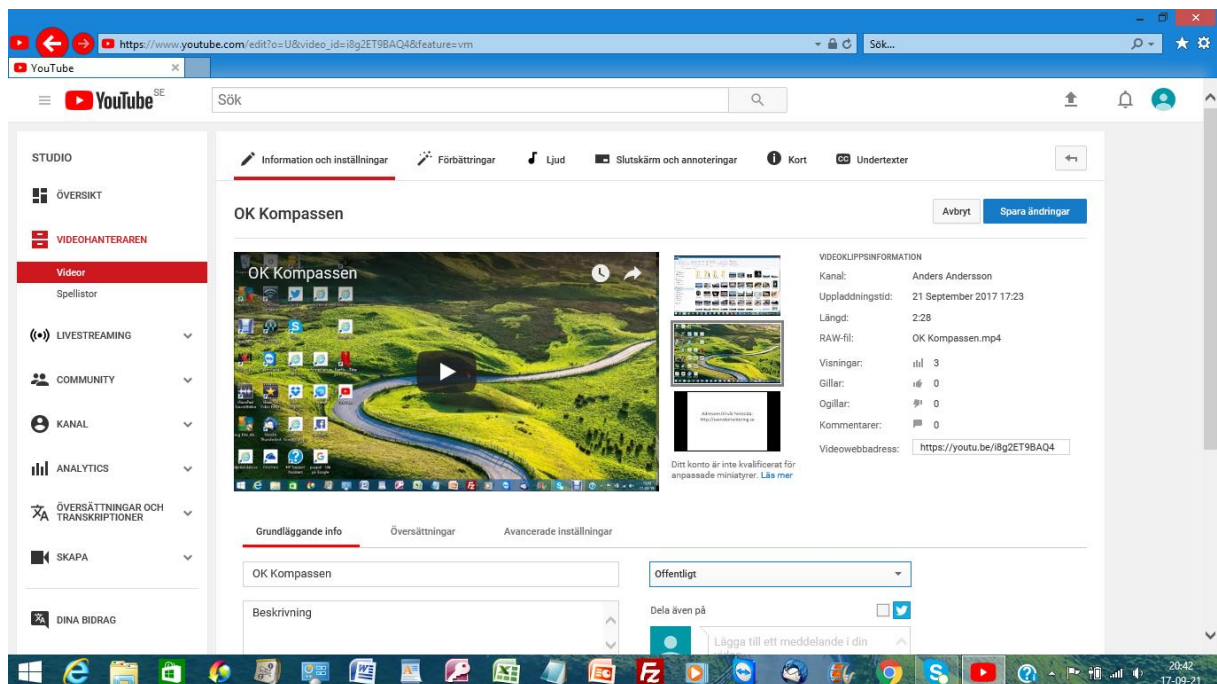
Click the three lines on top to the left twice.

Click my channel

This screen will be shown when you upload a video.

Upload your video OC Compass.mp4 by clicking arrow up to the right on top of screen


Clicka Videohandler/Edit/Info and adjustments

Now you can see name of the video is OC Compass the same name you gave to the videofile. You also see status of video Published or Private. If you are going to change the video you maybee not are ready to show it yet and then you see to it is private.

Of yoy change you have to save this.

Here you also can see the URL-adress of the video.

Mark adress click right and choose copy
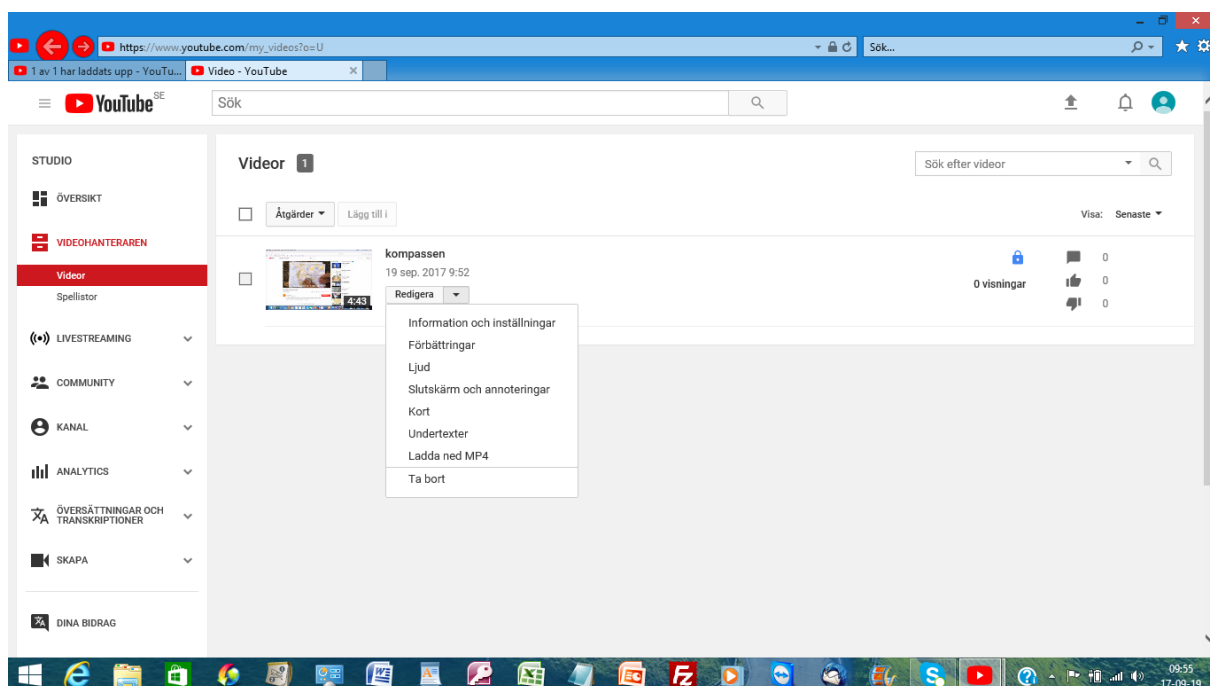
Here you see all videos you have uploaded to your yotubeaccount and if you click arrow beside edit you can delete a video f.ex.

Click add a channelpicture

Choose f.ex photo 3 which you may load from where you got this booklet.

If you serch your video when you are logged in you may search on OC Compass. The video is then shown among other videoes.

If you serch your video by clicking right and paste URL-adress you will not get any result at all

Logg out from youtube and start any webbreader and search on URL-adresss by pasteing it yuo can see that anyone can see your video now. If you search on OC Compass you see all societies named OC Compass and maybee you can find yours