

Step 6

Marketing on Internet

One.com Textalk Youtube

Windows 10

Okt –18
Liljedalsdata.se

Beginning

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

Webbpage

Start your webbrowser.

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 webpage on internet with help from step 5 webpages. As she has her webbsite on webhotel one.com she also can create a blog there.

She even want to start a webshop 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 webpage and blogg is that blogg gives possibility to a dialog between Emma and her customers.

She may create the blog on a webhotel 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 summarize the webbshop at textalk.se.

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

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

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

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

You 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

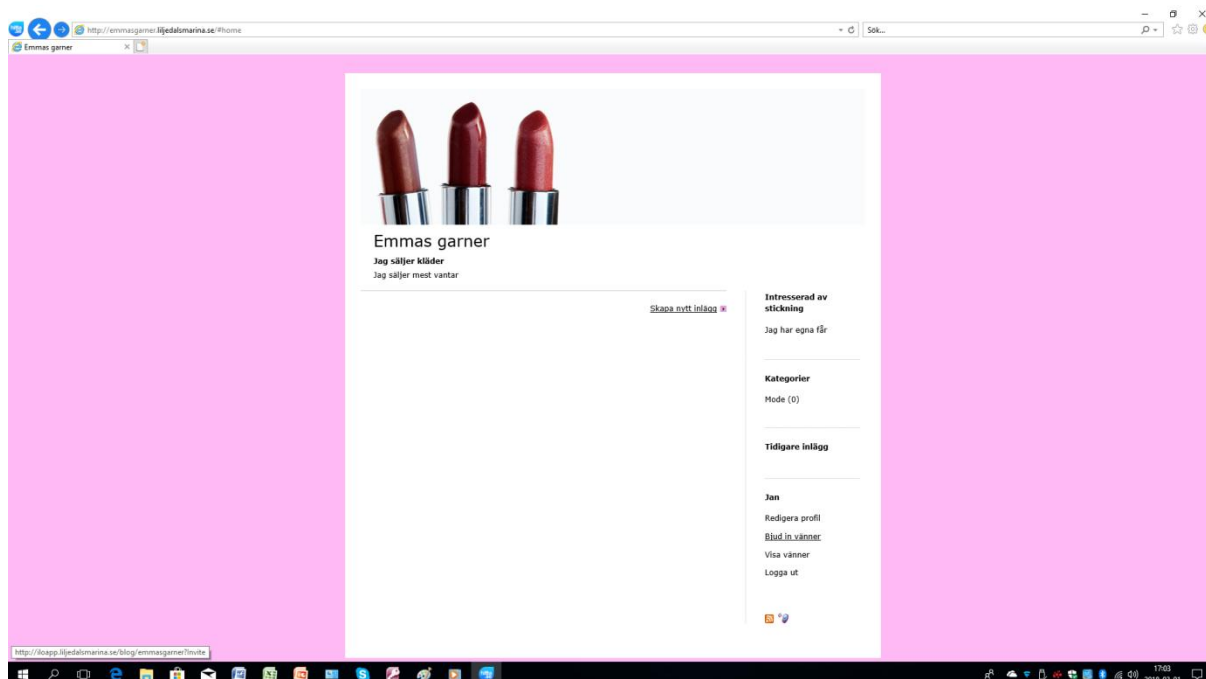
Don't think you are able to do an acceptable blog first time. Concentrate on view of blog you are going to change it many times.

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. You 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.

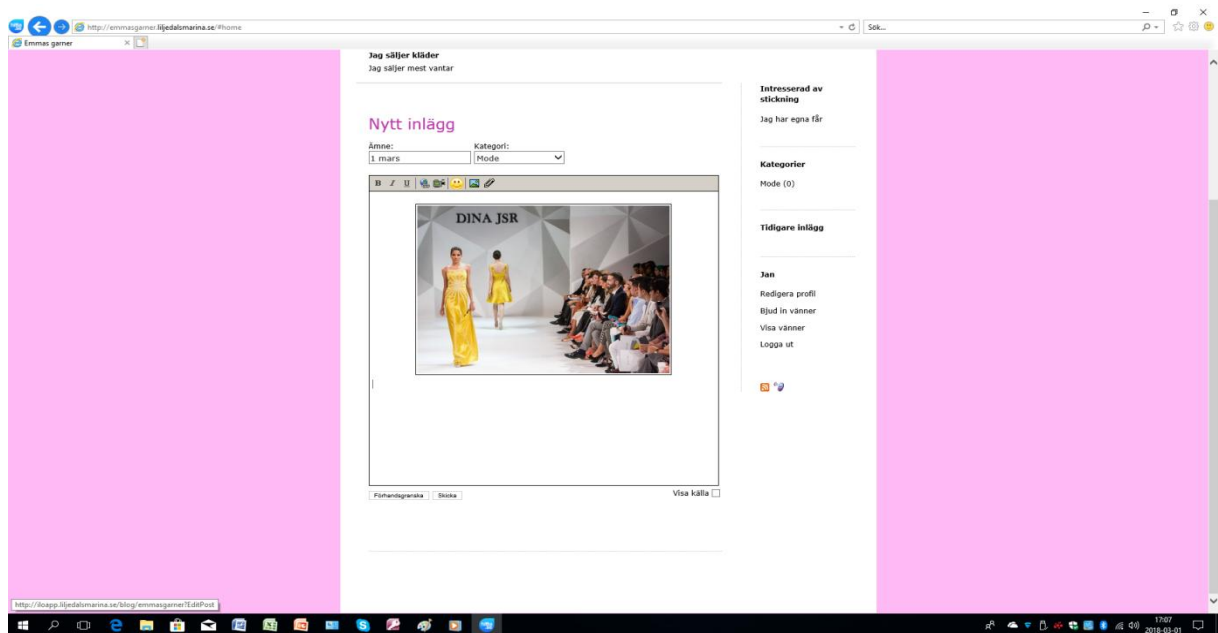
Login to your blog by mailadress and password.

Clic right arrow

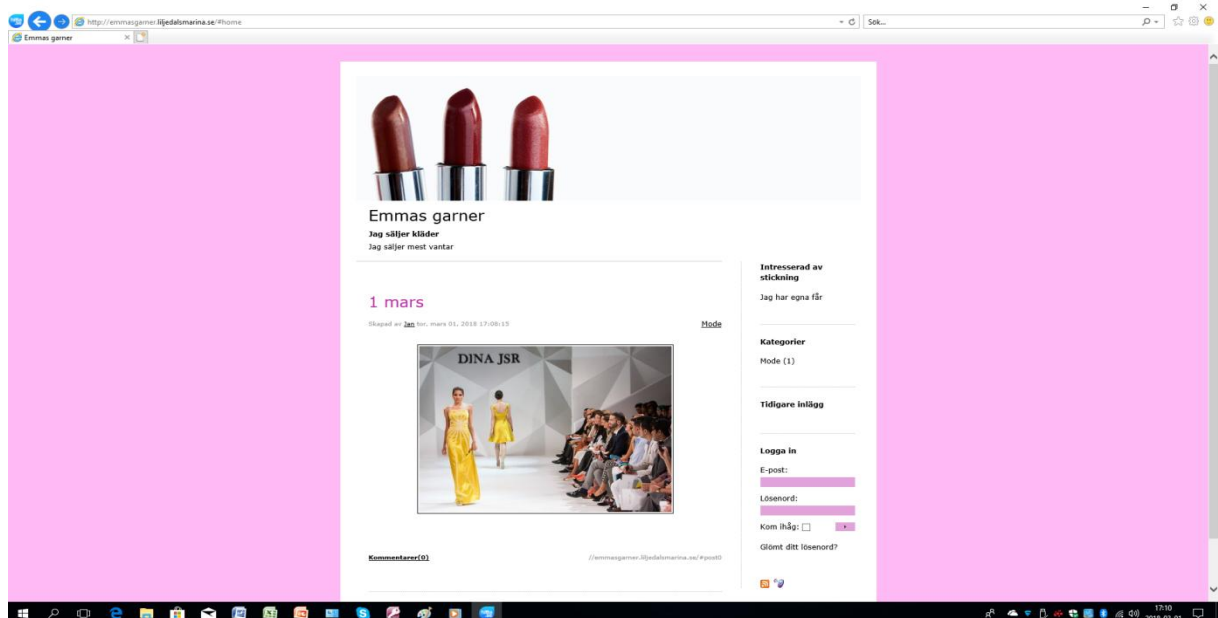
Click make an insertion

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

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



Logout 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 answer in the next insertion.

Create blogg

Start webbreder and enter One.com.

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

Click blogg.

Click create blogg.

The screenshot shows the 'Titel för bloggen' (Title for the blog) step of the One.com blog wizard. The browser address bar shows 'https://www.one.com/admin/blog-wizard-namelocation.do'. The form has two main sections: 'Titel för bloggen' and 'Adress'. In the 'Titel för bloggen' section, the 'Bloggnamn:' (Blog name) field contains 'emmasgarner' with a small 'x' icon to its right. In the 'Adress' section, there is a text input field with 'emmasgarner' and a dropdown menu showing '.liljedalsmarina.se'. Below these fields are two buttons: 'Föregående' (Previous) and 'Nästa' (Next). The Windows taskbar at the bottom shows various icons and the system clock indicating 06:47 on 2013-12-19.

Registrare corresponding to Emmas garner as a name of blogg.

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

This address 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>

The screenshot shows the 'Bloggadministration' (Blog administration) interface at 'Steg 3 av 6' (Step 3 of 6). The browser address bar shows 'https://www.one.com/admin/blog-wizard-time.do'. The page has a green header with the One.com logo and navigation links: 'Chattsupport', 'Guide', 'Tillbaka till menyn', and 'Logga ut'. The main content area is titled 'Om mig & Om bloggen'. Under 'Om mig', there is a section 'Om mig' with a checkbox 'Inaktivera "Om mig"-ruta i bloggen:' (Deactivate "About me" box in the blog:), which is currently checked. Below this is a text input field for 'Rubrik ("About me" i exemplet)' (Title ("About me" in the example)) containing 'Emmas garner'. There is also a rich text editor with the text 'Jag har jobbat med att designa kläder under många år, att sticka kläder av ull från mina egna får tycker jag är ett underbart arbete.' On the right side, there is a preview of the blog layout with sections 'About the blog' and 'About me'. The Windows taskbar at the bottom shows various icons and the system clock indicating 06:52 on 2013-12-19.

Here you write about yourself.

The screenshot shows a web browser window with the URL <https://www.one.com/admin/blog-wizard-time.do>. The page is titled "Om bloggen" (About the blog). It contains a form with the following elements:

- A "Categories:" dropdown menu on the right.
- A section "Om bloggen" with a radio button to "Inaktivera 'Om bloggen'-ruta i bloggen:" (Deactivate 'About the Blog' box in the blog:), with "Nej" (No) selected.
- A text input field for "Rubrik ('About the Blog' i exemplet)" (Title ('About the Blog' in the example)) containing "Emmas garner".
- A rich text editor with a toolbar (B, I, U, @) and a text area containing: "Bloggen är registrerad på bloggportalen. Du är välkommen att kommentera mina kläder eller fråga om stickning." Below the text area are links for "Webshop" and "Hemsida".
- Navigation buttons: "Föregående" (Previous) and "Nästa" (Next).
- A language selector at the bottom showing "Svenska" (Swedish) as the selected language.

A "LIVE CHAT" button is visible on the right side of the page.

Click <Next>

The screenshot shows a web browser window with the URL <https://www.one.com/admin/blog-wizard-aboutmeblog.do>. The page is titled "Skapa första användaren, fler användare kan läggas till efter denna guide." (Create the first user, more users can be added after this guide). It contains a form with the following elements:

- Radio buttons for "Ny användare" (New user) and "Lägg till existerande användare" (Add existing user).
- A section "Användardetaljer" (User details) with input fields for "E-mail:" (emma@liljedalsmarina.se), "Namn:" (Emmas garner), "Nytt lösenord:" (New password), and "Bekräfta lösenord:" (Confirm password).
- A section "Användarrättigheter" (User rights) with checkboxes for "Nytt meddelande:" (New message), "Ändra meddelande:" (Change message), "Radera meddelande:" (Delete message), "Ny kommentar:" (New comment), "Radera kommentar:" (Delete comment), and "Lägg till vän:" (Add friend).
- Navigation buttons: "Föregående" (Previous) and "Nästa" (Next).
- A "Previous Posts:" section on the right showing a post titled "Lorem Ipsum" from Jan 12, 2006.
- A "Log In:" section on the right with input fields for "E-mail:" and "Password:", and a "Remember Me:" checkbox.

A "LIVE CHAT" button is visible on the right side of the page.

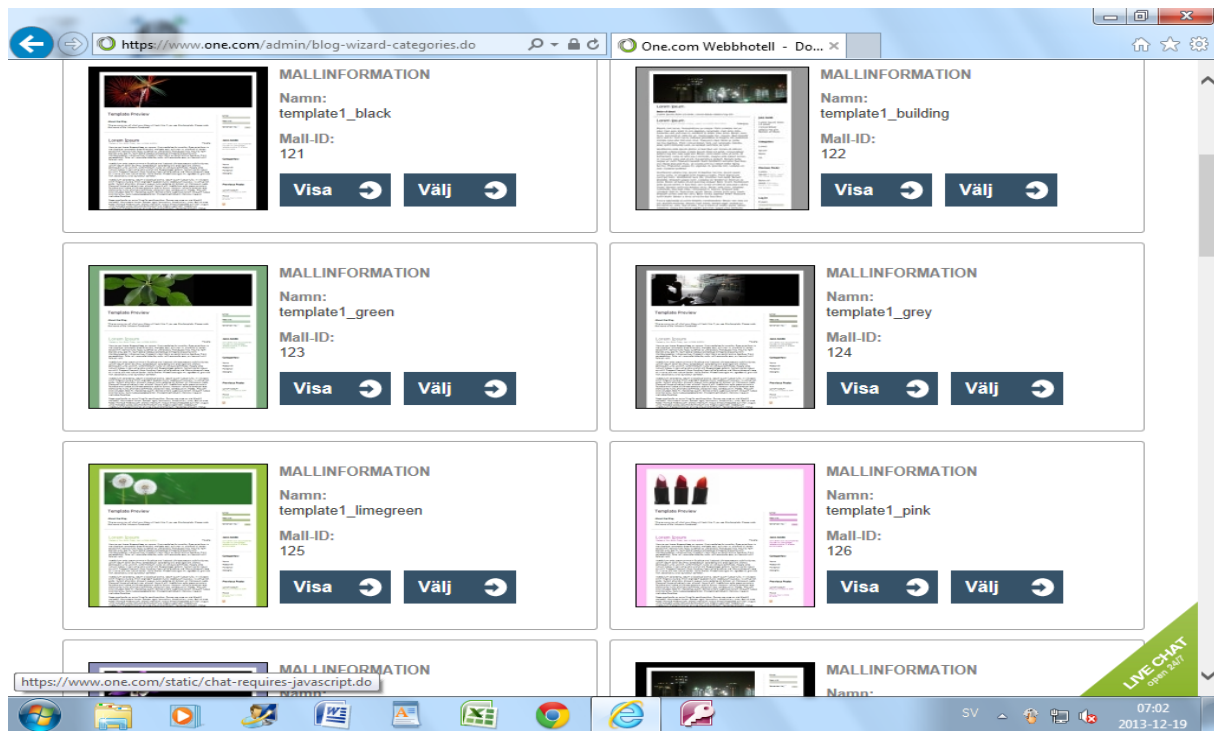
Here you registrate a mailadress which is username of your blogg and a password you find out. This adress is in row 3 adresslist and you may write your adress and password on row 4.

Click <Next>

Category 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

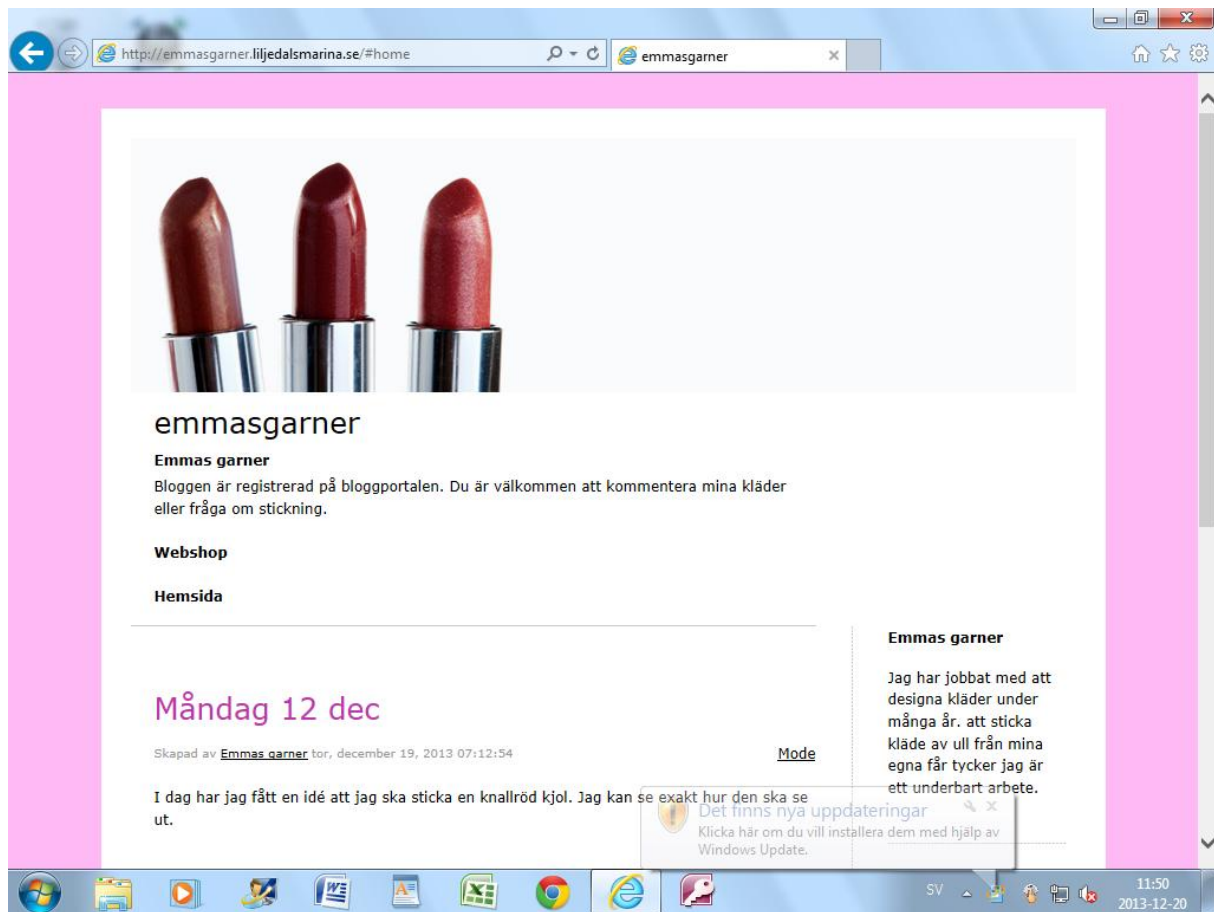
Choose f. ex. the form with three lipsticks.

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 blog 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 blog 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)

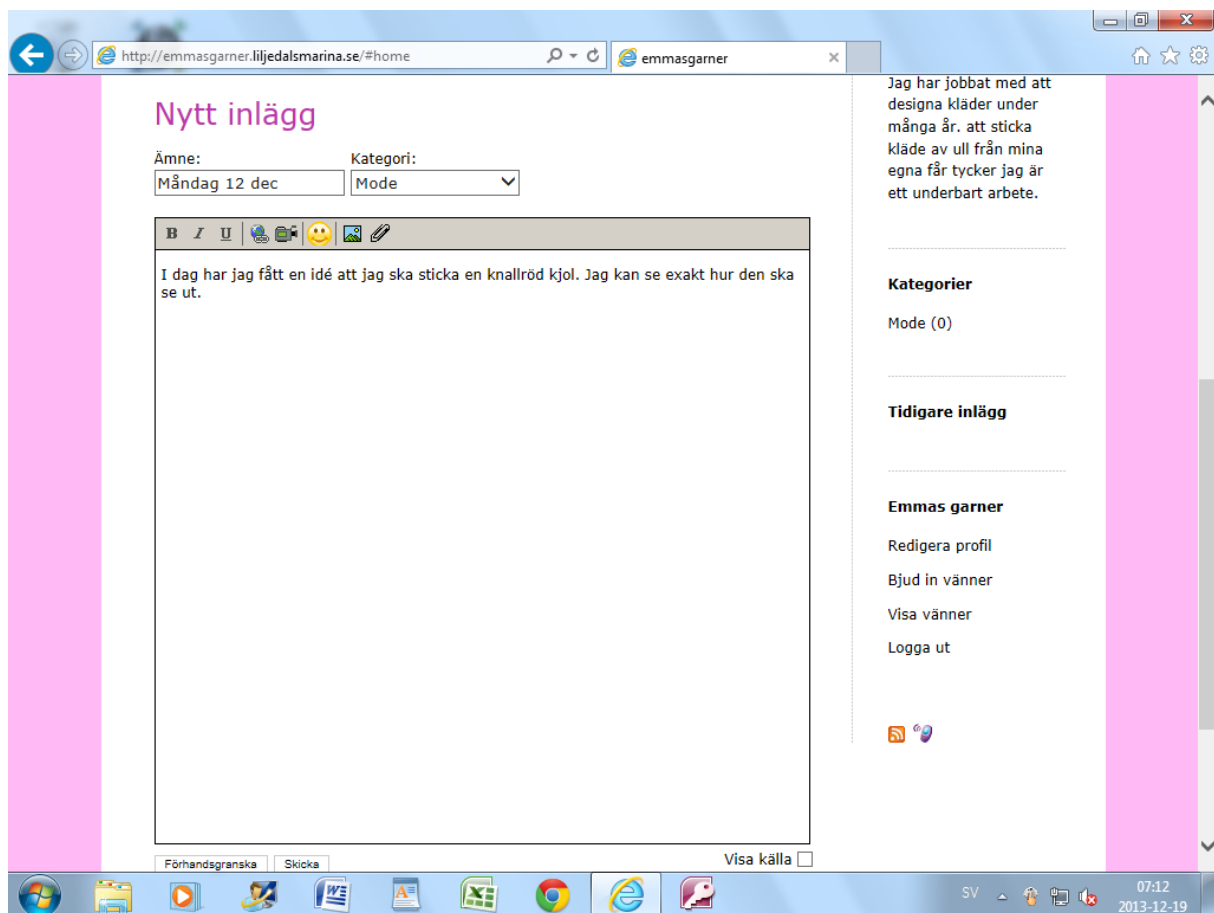
An insertion is when you as an owner to the blog write something.

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.



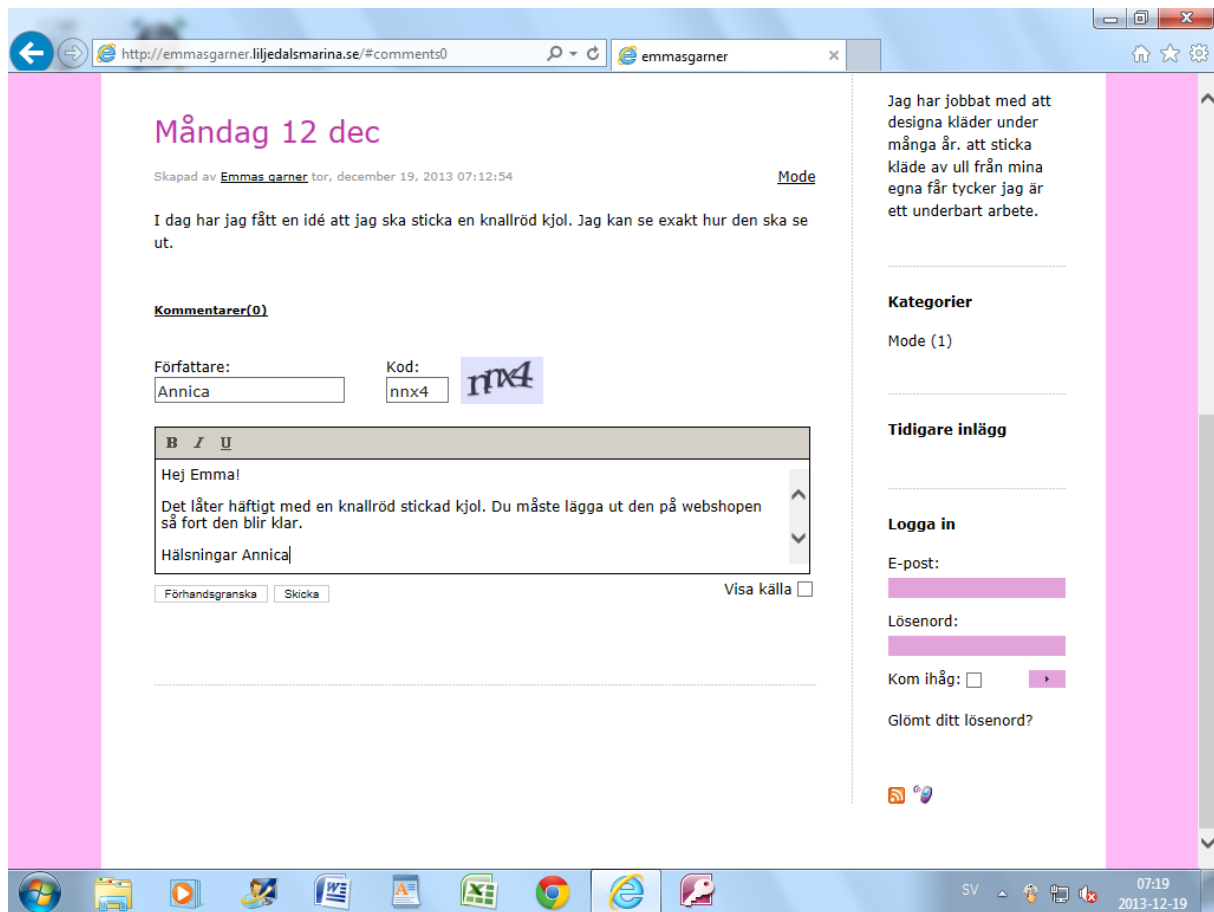
Write an insertion and click <Send>

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

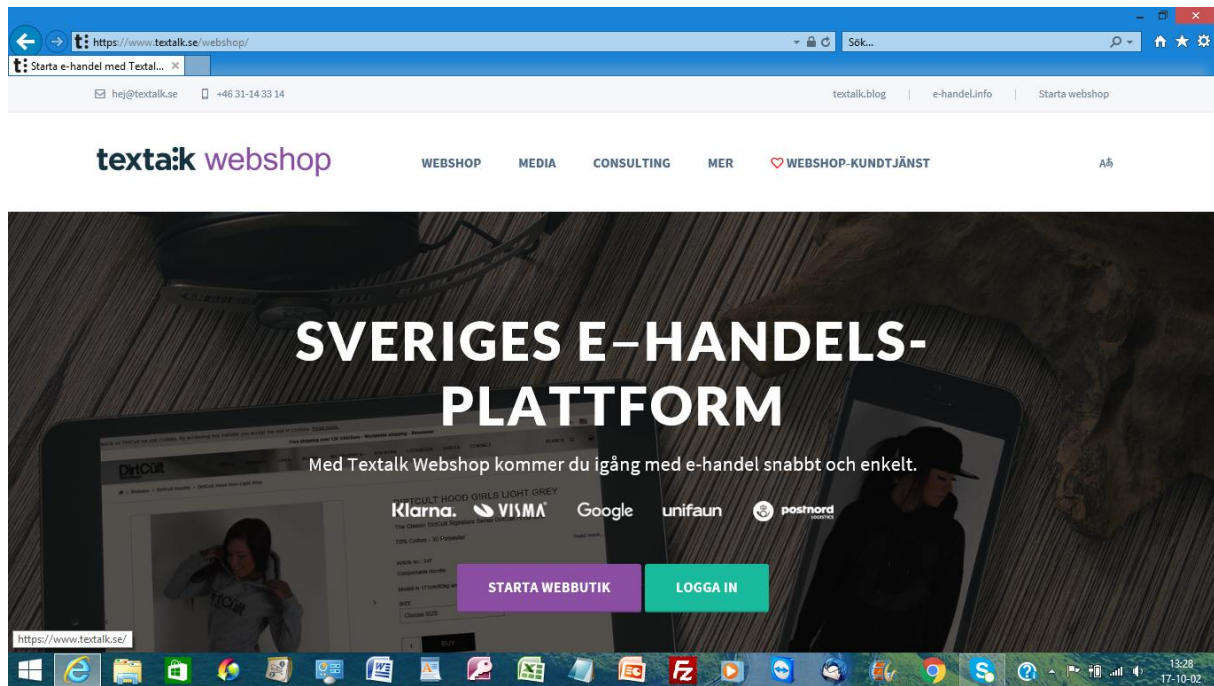
Webb editor (Step 5) is development tool for webpages. Textalk is a development tool for webbshop.

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.

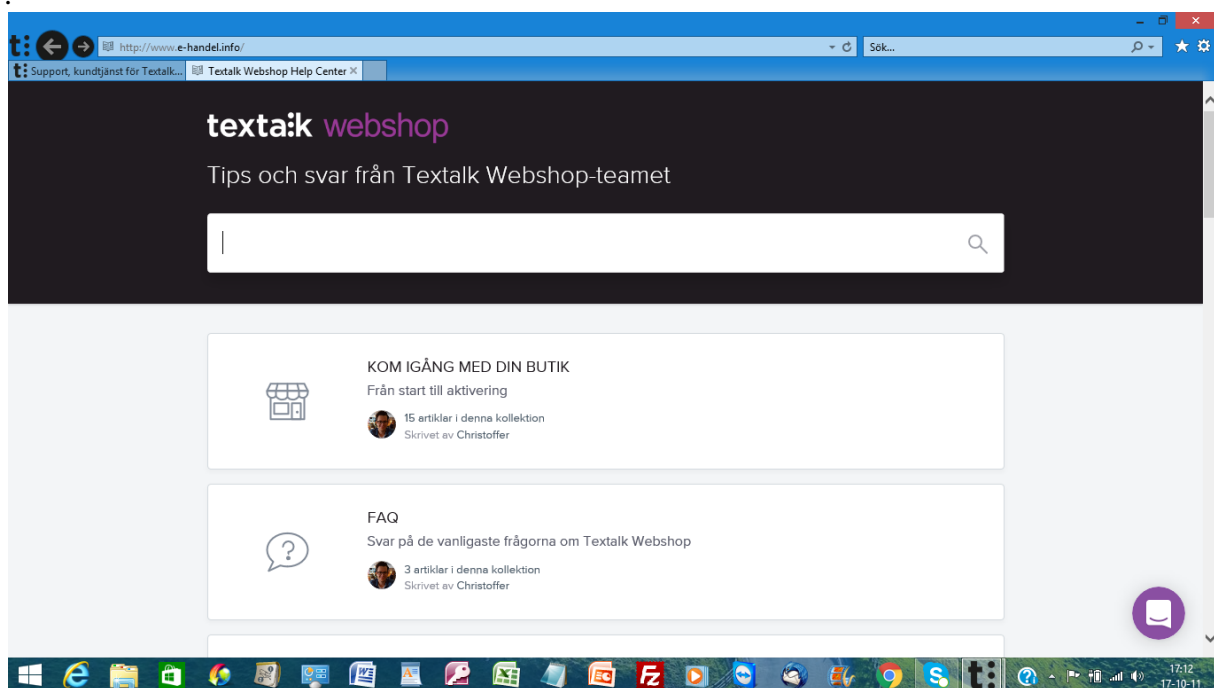
To create webbshop

Enter <http://shop.textalk.se>



You may drag icon for textalk situated to the left of URL-adress to screen and then you will get here faster.

Click Webshop costumer service/manual



Here you may click Manual and get an overview how you build your webshop

Click login

Write your data as in picture (row 6)

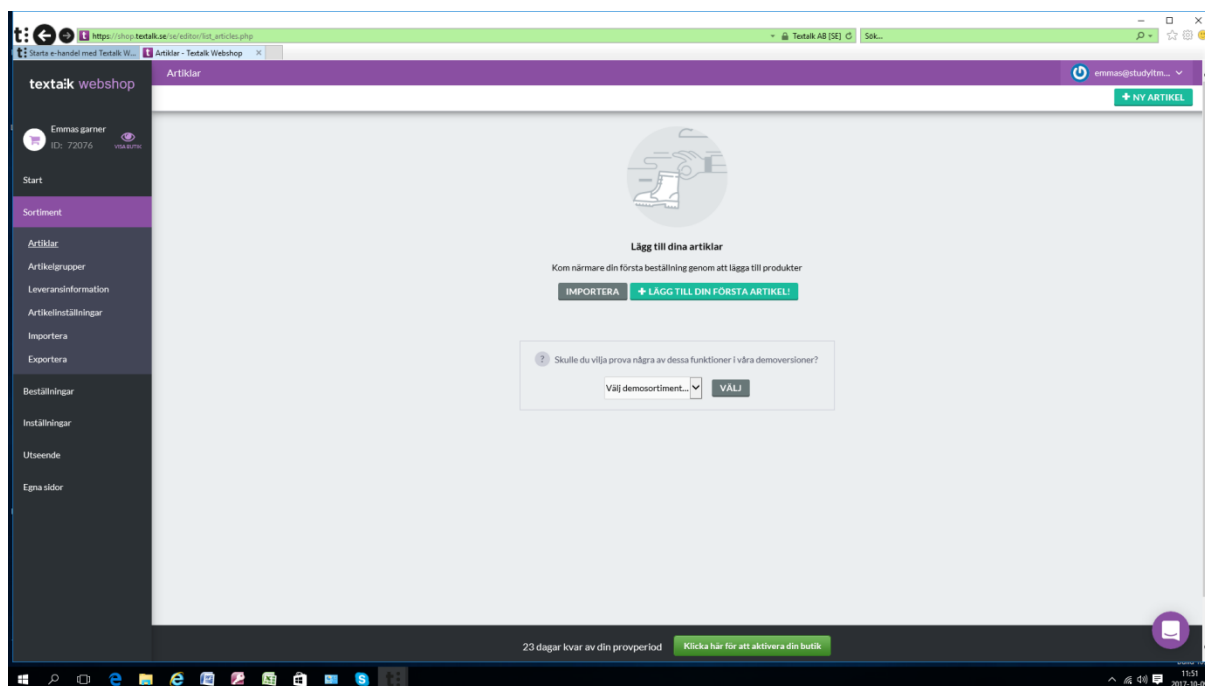
Mark Webbshop bas

Do not activate your shop

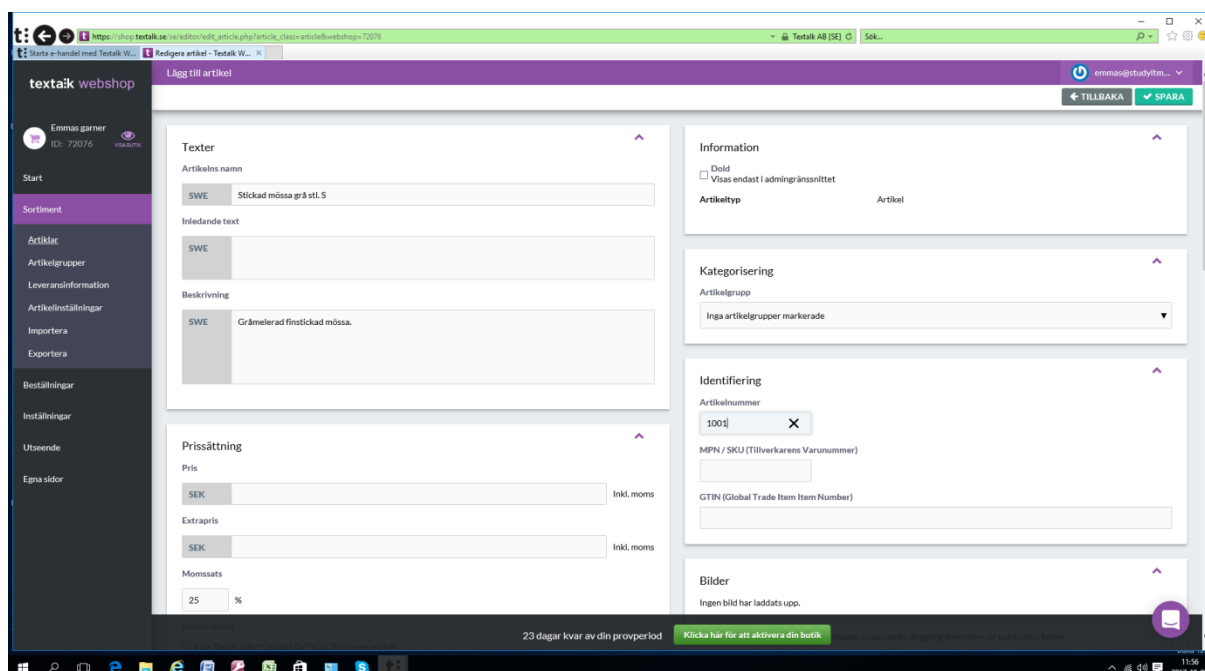
Click <Create shop>

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

The screenshot shows the Textaik webshop interface. The left sidebar contains navigation links: Start, Sortiment, Artiklar, Artikelgrupper, Leveransinformation, Artikelinställningar, Importera, Exportera, Beställningar, Inställningar, Utseende, and Egna sidor. The main content area is titled 'Artiklar' and includes a search bar with 'Sök' and a 'Sök i artikelgrupp...' dropdown. Below the search bar, there are checkboxes for 'Visa även dolda' and 'Visa endast dolda'. The results section shows '1 Artikel' with a table containing one row: 'Grå stickad mössa stl. S' with a price of 250.00 SEK. The table has columns for Art.nr, Namn, Artikelgrupp, Pris (SEK), Skapad/Ändrad, Sida, Lager, Egenskaper, and Funktioner.

Art.nr	Namn	Artikelgrupp	Pris (SEK)	Skapad/Ändrad	Sida	Lager	Egenskaper	Funktioner
1001	Grå stickad mössa stl. S		250.00	2017-10-09 12:01 2017-10-09 12:01				

The screenshot shows the Textaik webshop interface. The left sidebar contains navigation links: Start, Sortiment, Artiklar, Artikelgrupper, Leveransinformation, Artikelinställningar, Importera, Exportera, Beställningar, Inställningar, Utseende, and Egna sidor. The main content area is titled 'Artiklar' and includes a search bar with 'Sök' and a 'Sök i artikelgrupp...' dropdown. Below the search bar, there are checkboxes for 'Visa även dolda' and 'Visa endast dolda'. The results section shows '6 Artiklar' with a table containing six rows. The table has columns for Art.nr, Namn, Artikelgrupp, Pris (SEK), Skapad/Ändrad, Sida, Lager, Egenskaper, and Funktioner.

Art.nr	Namn	Artikelgrupp	Pris (SEK)	Skapad/Ändrad	Sida	Lager	Egenskaper	Funktioner
1006	Röd stickad mössa stl. L		250.00	2017-10-09 12:10 2017-10-09 12:11				
1005	Röd stickad mössa stl. M		250.00	2017-10-09 12:09 2017-10-09 12:10				
1004	Röd stickad mössa stl. S		250.00	2017-10-09 12:08 2017-10-09 12:09				
1003	Grå stickad mössa stl. L		250.00	2017-10-09 12:07 2017-10-09 12:08				
1002	Grå stickad mössa stl. M		250.00	2017-10-09 12:06 2017-10-09 12:07				
1001	Grå stickad mössa stl. S		250.00	2017-10-09 12:01 2017-10-09 12:01				

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

The screenshot shows the 'Artiklar' (Articles) section of the Textalk Webshop. A sidebar on the left contains navigation links: Start, Sortiment, Artiklar (selected), Artikelgrupper, Leveransinformation, Artikelinställningar, Importera, Exportera, Beställningar, Inställningar, and Utseende. The main area displays a table of articles with columns for checkboxes, article numbers, descriptions, prices, and dates. The article 'Stickad kjol grå stl. S' (ID: 2002) is highlighted.

<input type="checkbox"/>	2006	Stickad kjol röd stl. L	1600,00	2017-11-11 17:33		-	
<input type="checkbox"/>	2005	Stickad kjol röd stl. M	1600,00	2017-11-11 17:32		-	
<input type="checkbox"/>	2004	Stickad kjol röd stl. S	1600,00	2017-11-11 17:30		-	
<input type="checkbox"/>	2003	Stickad kjol grå stl. L	1600,00	2017-11-11 17:29		-	
<input type="checkbox"/>	2002	Stickad kjol grå stl. M	1600,00	2017-11-11 17:28		-	
<input type="checkbox"/>	2001	Stickad kjol grå stl. S	1600,00	2017-11-11 17:23		-	
<input type="checkbox"/>	1006	Stickad mössa röd stl. L	250,00	2017-11-11 17:21		-	
<input type="checkbox"/>	1005	Stickad mössa röd stl. M	250,00	2017-11-11 17:20		-	
<input type="checkbox"/>	1004	Stickad mössa röd stl. S	250,00	2017-11-11 17:18		-	
<input type="checkbox"/>	1003	Stickad mössa grå stl. L	250,00	2017-11-11 17:17		-	
<input type="checkbox"/>	1002	Stickad mössa grå stl. M	250,00	2017-11-11 17:01		-	
<input type="checkbox"/>	1001	Stickad mössa grå stl. S	250,00	2017-11-11 17:00		-	

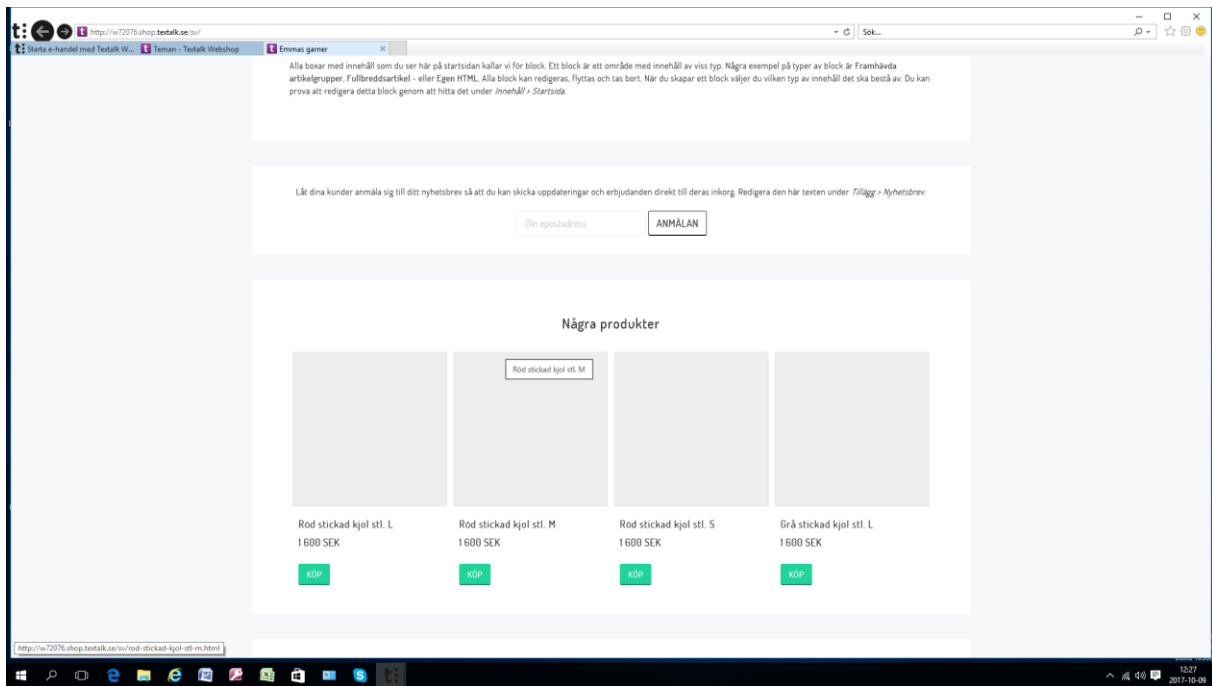
At the bottom of the table, there is a message: '10 dagar kvar av din provperiod. Klicka här för att aktivera din butik'.

Click look/Examine/Permanent

The screenshot shows the storefront of the Textalk Webshop, themed as 'FABRIKK'. The header includes a search bar and navigation links. The main banner features a photograph of a clothing store interior with a jacket hanging on a wall and the word 'INSPIRATION' overlaid. Below the banner, a welcome message reads: 'Välkommen till butikstemat Fabrik!' followed by a short description of the theme and contact information.

Välkommen till butikstemat Fabrik!

Det här temat kommer med optimerad design, nya funktioner och flexibla inställningar.
 Vi föreslår att du testar dig fram i din egen takt.
 Om du behöver hjälp så finns vår kundtjänst här för att guida dig.
 Kontakta oss gärna med dina frågor och feedback på shop@textalk.se eller 031 - 14 33 14.



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

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

Searching engines

If you know your customers will find any of your webpages f.ex. by
advertising 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 consider.

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

Try to use some word which is unique for your company. In this way you can see
if your webpage is registered of a search engine.

Take all chances to link to and from your webpages. This increases the chances to
be registered of a search engine.

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

If you have webpage 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 webpage 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 represntent 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 webpage 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 webpage 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

Picture 6

Adress to our webpage.

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

Clicka Spara som och spara också som OC Compassen.jpg in same folder.

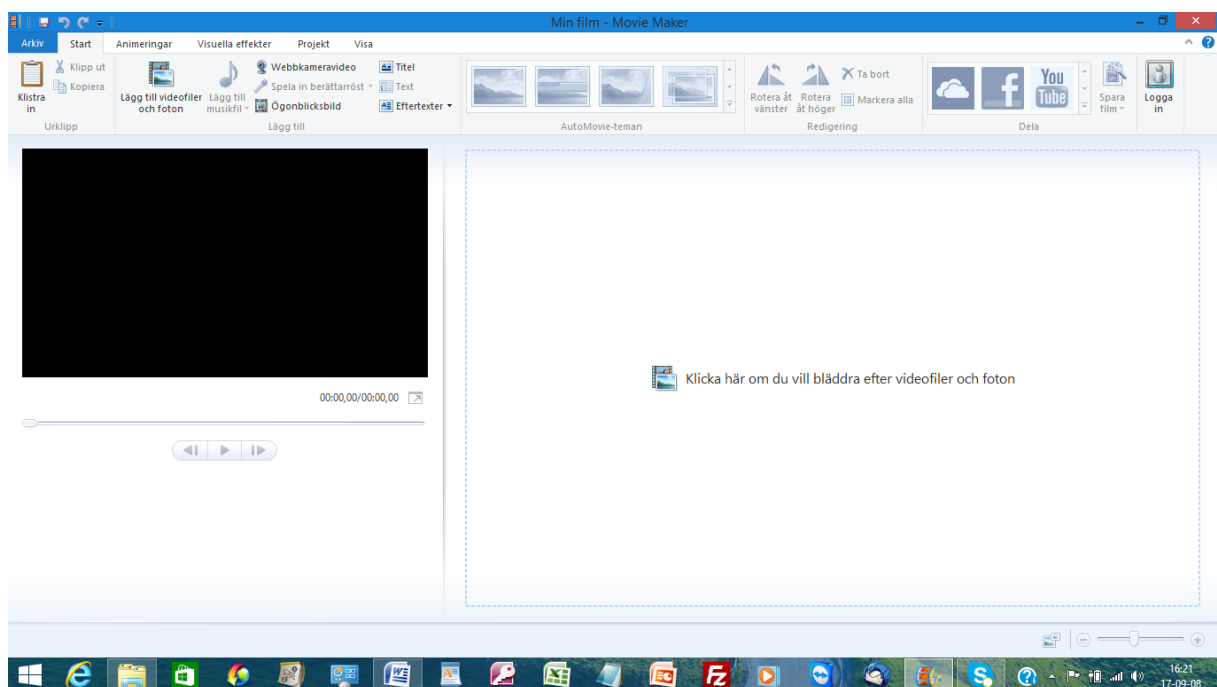
Answer All pictures in dialogsquare.

All pictures are now stored in a folder OC Compass.

Change PPresentation to a video

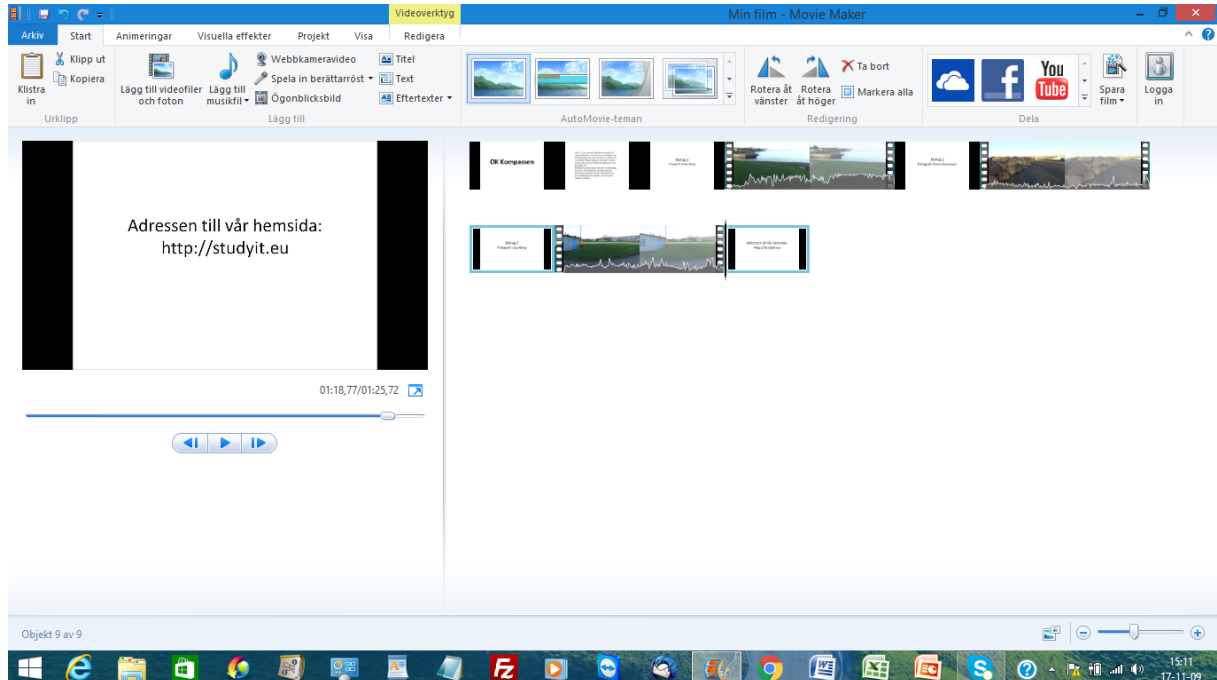
Download program/App Movie maker.

Start Movie maker



Click add videofiles and photoes

Click twice on pictures in folder OC Compass and the three videoses 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.



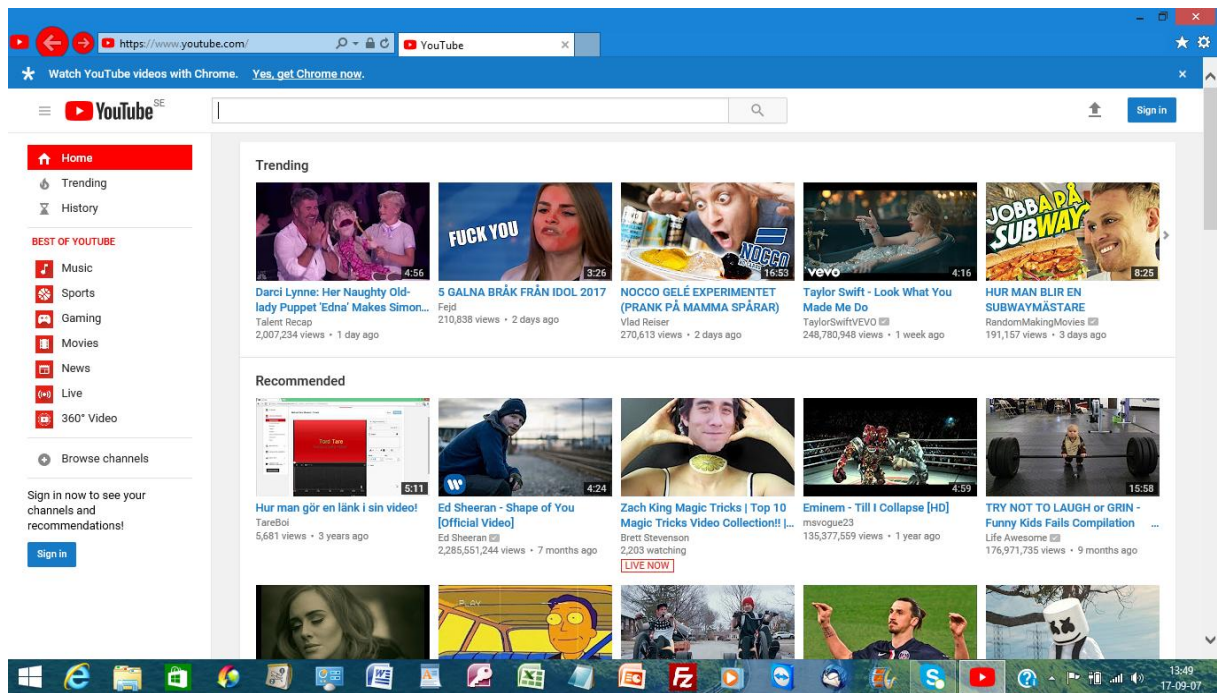
Click Archive/Save film/For computer

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

Answer no

Create youtube account

Enter youtube



Click 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.

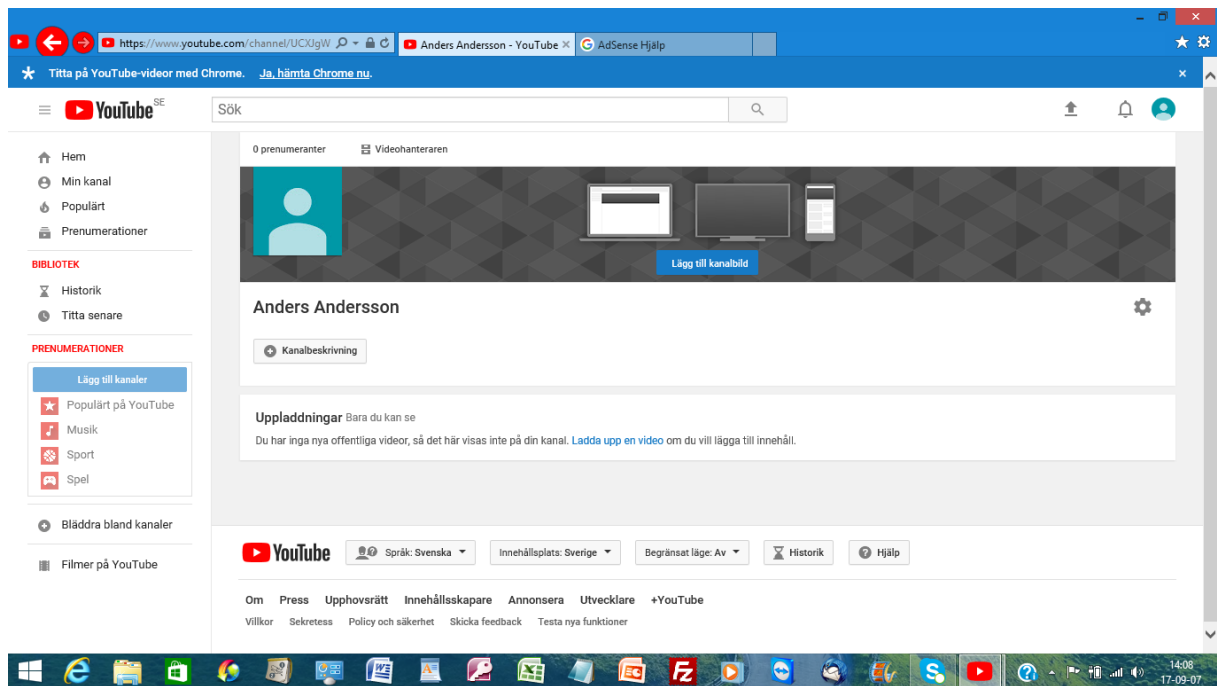
Click go on to youtube

Your page now is showing a number of videooes

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.

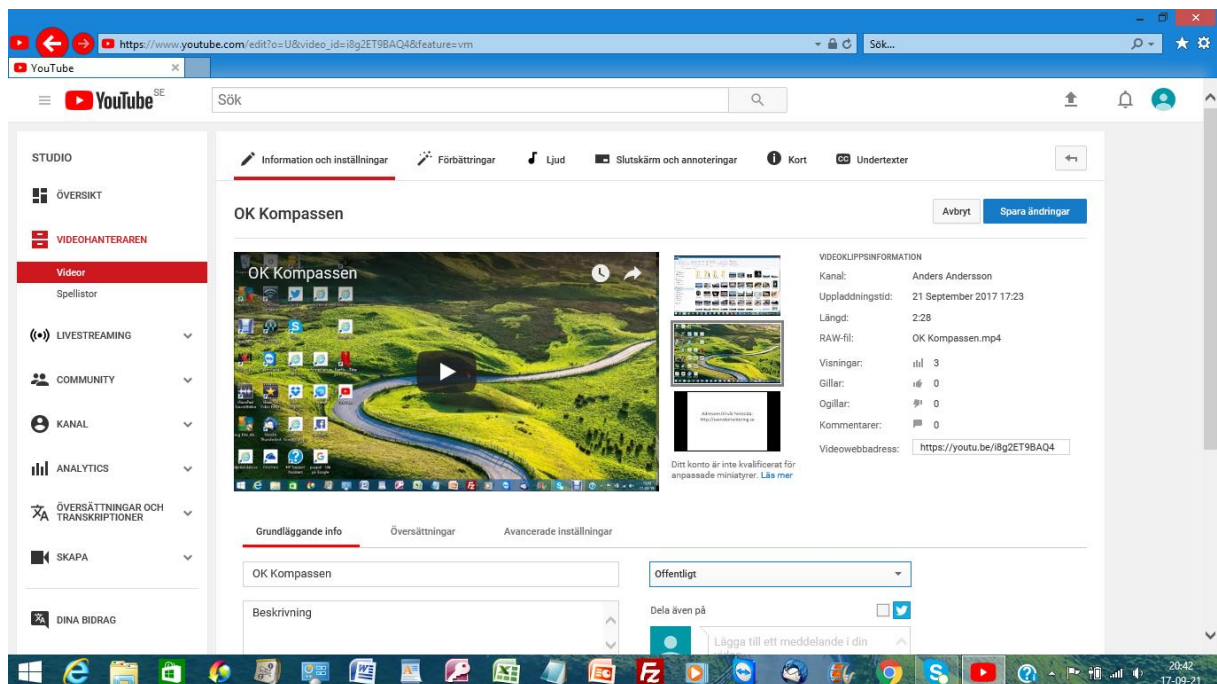
Click the three lines on top to the left twice.

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



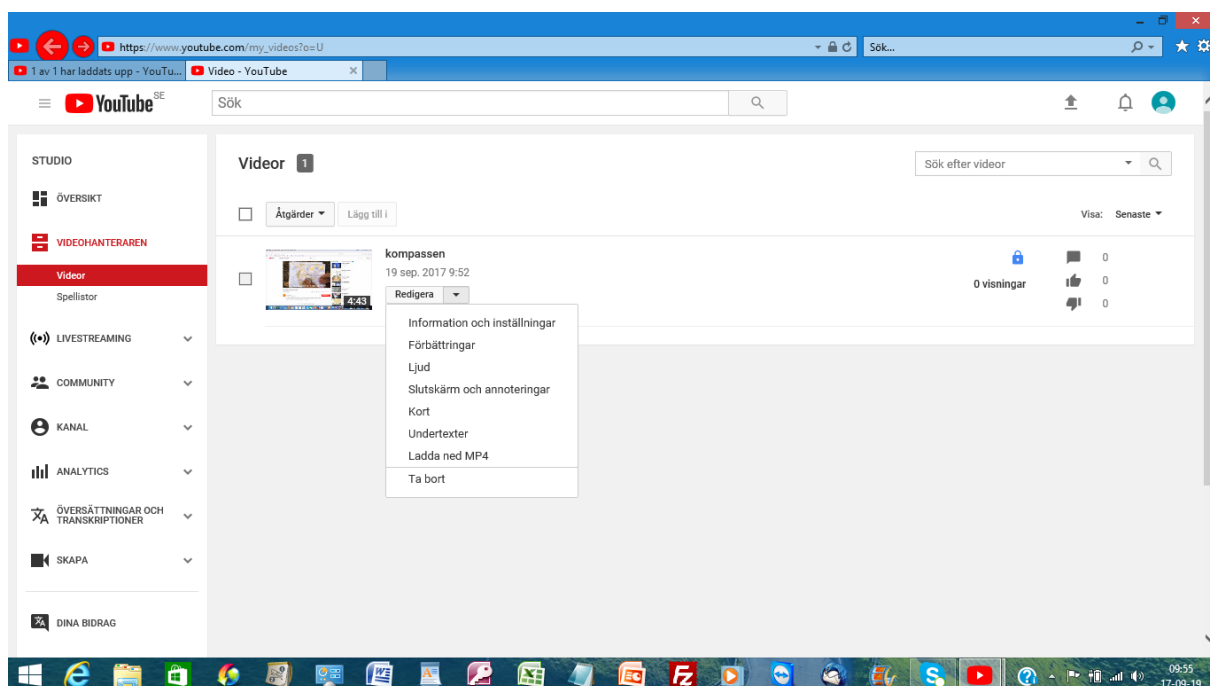
Clicka Videohandler/Edit/Info and adjustments

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 maybe 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 youtubeaccount 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 videos.

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 webbrowser 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 maybe you can find yours