

# Establishing an Online Presence

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# First things first

- Identify your web site's purpose
  - [Target audience](#)
  - Consider adding a Mission and/or Vision statement
    - [Online resource](#)
    - [Mission and vision statements](#)

# First things first

- Who will build and design your web site?
  - Two choices:
    - Outsource it all – design, maintenance, updates
    - DIY: do it all yourself
  - Initial thoughts on this question?
    - budget considerations
  - Re-poll at end of presentation 😊

# Domain Names

- Choose domain name (URL)
  - **Requires online registration**
    - Domain name registrar
    - Price range per year: \$3 - \$35
  - **Naming conventions**
    - .com, .net, .org (ICANN's complete list)
    - Creative uses of dashes and abbreviations
- How to register a domain name
  - online registration



# Web Site Hosting

## – Hosting

- [Wikipedia definition](#)
- **Free**
  - Highly discouraged for a professional site
  - Fine for personal or family site
- **Paid**
  - Price point
    - » Depends on your needs
    - » \$5 / month and up

# Web Site Hosting

- Know your needs
  - Megabytes?
  - Email?
  - Subdirectories?
  - Bandwidth?
- Review and compare
  - [hosting reviews](#)

# Outsourcing

- Research, research, research  
Read [this article](#) before you start your search for a web designer.
- Remember the old adage:
  - *You get what you pay for*
  - If a friend offers to do it for free, mostly likely, *your website will look like it was designed for free.*
  - Think **professional**, not personal website!

# HTML BASICS

- What is HTML?
  - **HyperText Markup Language**
    - the markup language used to create World Wide Web documents.
    - [Wikipedia definition](#)
  - HTML resources
    - [Online sites](#)
    - [Books](#)



# HTML

- WYSIWYG Editors
  - **What You See Is What You Get**
    - Web design editors that allow you to create web pages without knowing HTML.
    - [Wikipedia's definition](#)
- Where do I find WYSIWYG editors?
  - [Online resources](#)

# Templates

- Why use pre-designed templates?
  - **Pros**
    - Professional look at low price
    - Main consistency of design (look and feel of site)
  - **Cons**
    - Design pre-planned, little room for change
    - Customization may be compromised
      - Your skill and time

# Templates

- Professional Templates
  - [templates](#)
- Google search for web templates
  - [Resources galore](#)

# Turnkey Solutions

- Site builders
  - [Chiromatrix](#)
  - [Prosites](#)
  - [Ipage](#)
  - [Online search](#)



# Basic Design Principles

- Comprehensive resources
  - [Articles](#)

# Top 10 Tips

1. Fast Download
2. Usability
3. Navigation
4. Scrolling
5. Simplicity

# Top 10 Tips

6. Avoid New Technology
7. Avoid Frames
8. Keep it up to date
9. Branding
10. Links

[Explanation of tips](#)

# Site Critique

- How do these sites rate on the top 10 tips:
  - <http://www.geipelchiropractic.com/>
  - [http://www.dcdoctor.com/dc/tn/docmassey\\_com/site/p/p\\_thedoctor.html](http://www.dcdoctor.com/dc/tn/docmassey_com/site/p/p_thedoctor.html)
  - <http://www.famchirocenter.com/>
  - <http://www.drnickcampos.com/about-dr-campos.html>
  - <http://www.bellchiropractic.com/>
  - <http://www.wisechiropractic.com/>
  - <http://www.spearmanbetterhealth.com/>



# SEO

- SEO= Search engine optimization
  - [Wikipedia definition](#)
  - [Online resources](#)

# Weblogs

- What is a weblog?
  - [Wikipedia definition](#)
- Advantages of using weblogs with or instead of a traditional html site:
  - Self-publishing
  - More flexible
  - Don't need design or programming skills

# Weblogs

- Show me a weblog
  - [Examples](#)
  - [Chiroblog](#)
- How do I set up a weblog?
  - [Online resources](#)

# Podcasts

- What's a podcast?
  - [Wikipedia definition](#)
- Podcasts as an additional method of interacting with your web site visitors
  - Audio by you
    - Articles
      - example: [podcast on a weblog](#)
    - Interviews
    - “Commercials”



# Podcasts

- How do I make one?
  - [Online resources](#)
- How do I get it on my web site or blog?
  - [Online resources](#)
- How do people listen to podcasts?
  - [Online resources](#)

# Choices

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# More about your presenter

If you would like to know more about Joy Gayler, please visit her [digital portfolio](#).

