It’s 2009. Do You Know Where Your Web Identity Is?
Web 1.0: A Virtual History Lesson

- 1991 – The World’s First Web Site
  - http://info.cern.ch/
- CERN?
  - European Nuclear Research Organization
- Search Engines of the 90’s
  - AltaVista, Lycos, HotBot, Excite
  - Inktomi, AskJeeves, Overture
- 1996 – Google
Circa 1996 – Google Conceived
- By twenty-somethings Larry Page & Sergey Brin
- In a Stanford University dorm room

Viva La Google!
- 1998 – 10,000 searches/day
- 1999 – 500,000 searches/day
- 2000 – 18 million searches/day
- 2004 – 200 million searches/day
- 2008 – 2 billion searches/day

Google is now a VERB!
2004 – 2008: It’s a Web 2.0 World

<table>
<thead>
<tr>
<th>Site Traffic</th>
<th>April 2004</th>
<th>April 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>MySpace</td>
<td>1,280,000</td>
<td>67,450,000</td>
</tr>
<tr>
<td>YouTube</td>
<td>-</td>
<td>64,170,000</td>
</tr>
<tr>
<td>Wikipedia</td>
<td>2,220,000</td>
<td>57,280,000</td>
</tr>
<tr>
<td>facebook</td>
<td>-</td>
<td>29,920,000</td>
</tr>
<tr>
<td>Flickr</td>
<td>-</td>
<td>30,020,000</td>
</tr>
<tr>
<td>Twitter</td>
<td>-</td>
<td>1,170,000</td>
</tr>
<tr>
<td>Compete.com</td>
<td>12,000</td>
<td>1,010,000</td>
</tr>
</tbody>
</table>

(my online business ideas.com)
A blog (a contraction of the term weblog) is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs.

Micro-blogging is another type of blogging, one which consists of blogs with very short posts.

As of December 2007, blog search engine Technorati was tracking more than 112 million blogs. With the advent of video blogging, the word blog has taken on an even looser meaning — that of any bit of media wherein the subject expresses his opinion or simply talks about something.

Blog & Blogging are now VERBS!
12-week program designed to teach business owners each and every detail of how to use a blog to attract your target market.

- Build credibility and share your expertise
- Gain access to scores of free resources
- Build a pipeline of readers
- Connect your blog to over 20 social networks

Sign Up at www.myonlinebusinessideas.com

$97.00 - an incredible value
Twitter experienced 1,382% year-over-year growth in February 2009 with visitors increasing from 475,000 in Feb 2008 to 7 million Feb 2009

- The majority of Twitter users are 35 or older
  - Median age = 31
- 1 in 10 online US adults has microblogged
- Use cell phones to connect to the internet
Social Networking, Darling

- MySpace at 130 million users
  - Median age = 27
- Facebook at 2 million users
  - Median age = 26
- LinkedIn at 7.7 million users
  - Median age = 41
Social Bookmarking Sites

- Delicious
  - 427,665,000 - Inbound Links
- Digg
  - 383,598,000 - Inbound Links
- StumbleUpon
  - 234,000,000 - Inbound Links
- Reddit
  - 161,685,000 - Inbound Links
130 million unique US viewers tuned into a total of nearly 9.7 billion online video streams in March 2009

1. YouTube (owned by Google)
2. Hulu
3. Yahoo
Oh By the Way... These Are New, Too!

Blackberry

Kindle

iPhone
Exercise: Your Social Scene

List the Social & Web 2.0 Tools You Like. Why?

1. TBD
2. TBD
3. TBD
4. TBD
5. TBD
6. TBD
7. TBD
8. TBD
Does It Feel Like Herding Cats?
Your Web Identity - Basics

- Business
- Personal
Your Web Identity - Revised

**Your Business Web Identity**
- Website(s): 40%
- Blog(s): 15%
- Social Networks: 15%
- Email: 20%
- E-news: 10%

**Your Personal Web Identity**
- Website(s): 20%
- Blog(s): 25%
- Social Networks: 40%
- Email: 15%
Exercise: Chart Your Web ID

Your Business Web Identity

Your Personal Web Identity
Atomkeep is a cool tool for updating all of your social media profiles at once - it connects to your Twitter, LinkedIn, Facebook, and other accounts and allows you to change bios and profile pictures with one action.
How to Post to All SocNets at Once

- Forget copy and paste. Services such as Ping.fm and Twitterfeed help you spread you reach without eating up your time.

Ping.fm is a simple service that makes updating your social networks a snap.
Homework: Research Your Web ID

Benchmark:
- Google yourself
- Google your business
- Emulate someone
- Scope the competition
- Incoming links
- Page index

Tools:
- Type site:url into Google (# of pages indexed by Google)
Manage Your Web ID:
- Find fitting SocNets
- Find fitting Blogs
- Find fitting Web 2.0 Apps

Tools:
- http://www.go2web20.net/
- http://technorati.com/
Offer: ½ Day Web ID Bootcamp

- Dedicate a ½ Day to Developing and/or Enhancing Your Web ID
- Find the Best SocNets and Web 2.0 Apps Specifically for You
- Get Your Profiles on All Your SocNets Set Up and Synched Up
- Contact shelby@myonlinebusinessideas.com