

Women's Circle of Excellence Workshop
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It's 2009. Do You Know Where Your Web Identity Is?

my online business  ideas.com

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

Speaking of 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!

Google Founders



2004 – 2008: It's a Web 2.0 World

Site Traffic

(April 2004 vs. April 2008)



	April 2004	April 2008
MySpace	1,280,000	67,450,000
YouTube	→ -	64,170,000
Wikipedia	2,220,000	57,280,000
facebook	→ -	29,920,000
Flickr	→ -	30,020,000
Twitter	→ -	1,170,000
Compete.com	12,000	1,010,000

Speaking of Wikipedia...

- 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.^[1] 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.

- **Wikipedia Definition**

- **Blog & Blogging are now VERBS!**

Become a Blogging Maniac

- 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

become a blogging maniac

because collaboration is critical to your future business success

my online business  ideas.com

Microblogging Rockstar

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



Video Streaming

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

You Tube Broadcast Yourself™
Worldwide | English

Home Videos Shows Channels Community

susan boyle

“susan boyle” results 1 - 20 of about 11,700

All Channels Playlists

Sort by: Relevance
Uploaded: Anytime
Type: All



Susan Boyle - Britains Got Talent 2009 Episode 1 - Saturday 11th April
See the latest wonderstar featured on Britains Got Talent: www.youtube.com (aired
★★★★★ 1 week ago 13,288,631 views UKAdvertChannel

A screenshot of the Hulu website. At the top, there are navigation tabs for 'hulu', 'TV', and 'Movies'. Below these are more specific tabs: 'Channels', 'Most Popular', 'Recently Added', 'Collections', 'Trailers', and 'Spotlight'. On the right side, there are links for 'Login' and 'Forgot Passw'. The main content area features a large video player with a woman's face (Jennifer Beals) and the title 'Lie to me' with the subtitle 'Better Half'. A 'watch now' button is visible at the bottom right of the video player.

Oh By the Way... These Are New, Too!

Blackberry



Kindle



iPhone



Exercise: Your Social Scene

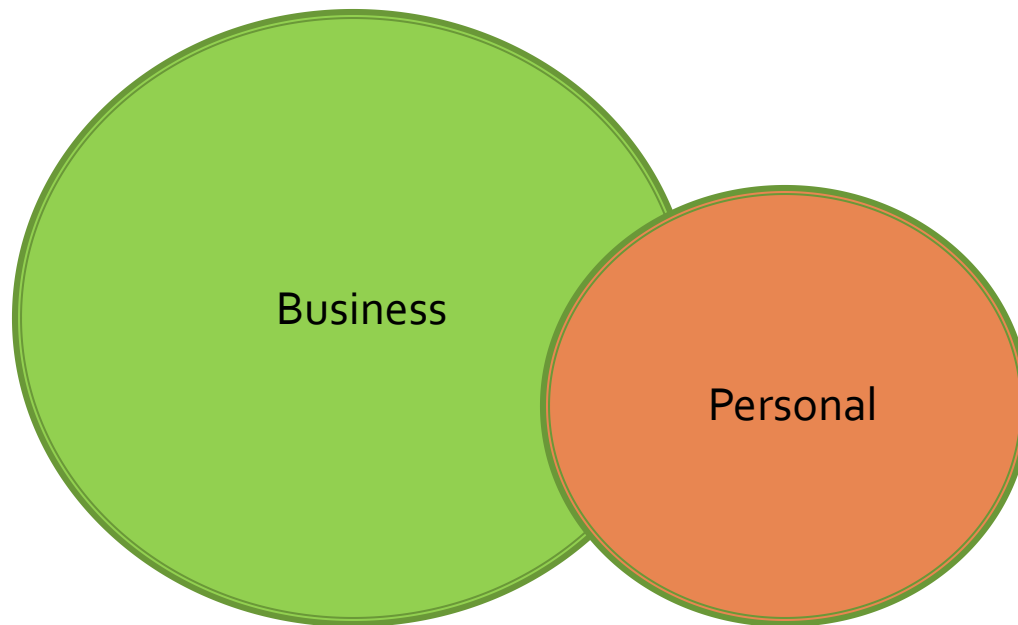
List the Social & Web 2.0 Tools You Like. Why?

1. TBD
2. TBD
3. TBD
4. TBD
5. TBD
6. TBD
7. TBD
8. TBD

Does It Feel Like Herding Cats?

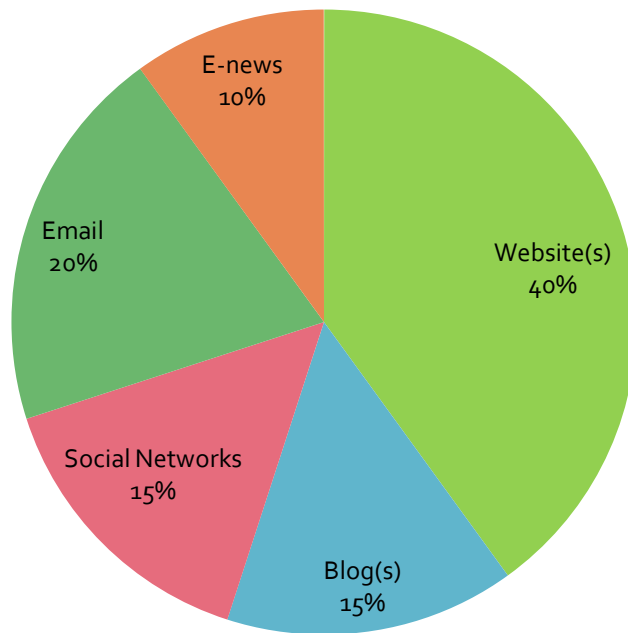


Your Web Identity - Basics

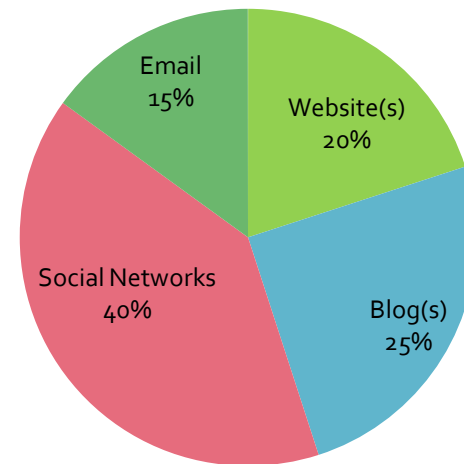


Your Web Identity - Revised

Your Business Web Identity



Your Personal Web Identity



Exercise: Chart Your Web ID

Your Business Web Identity

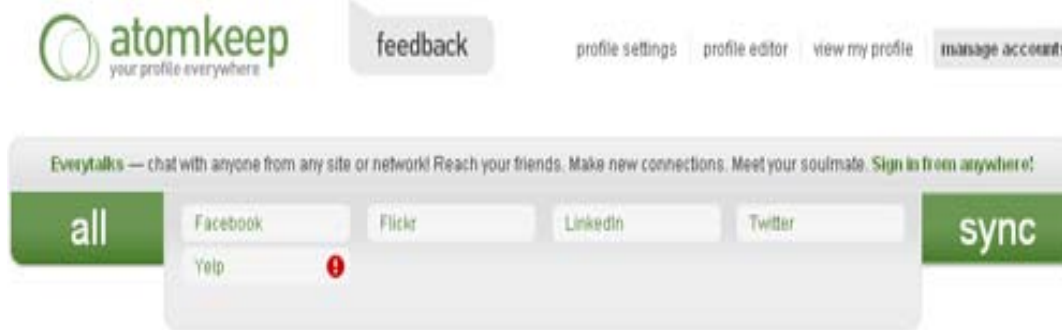


Your Personal Web Identity



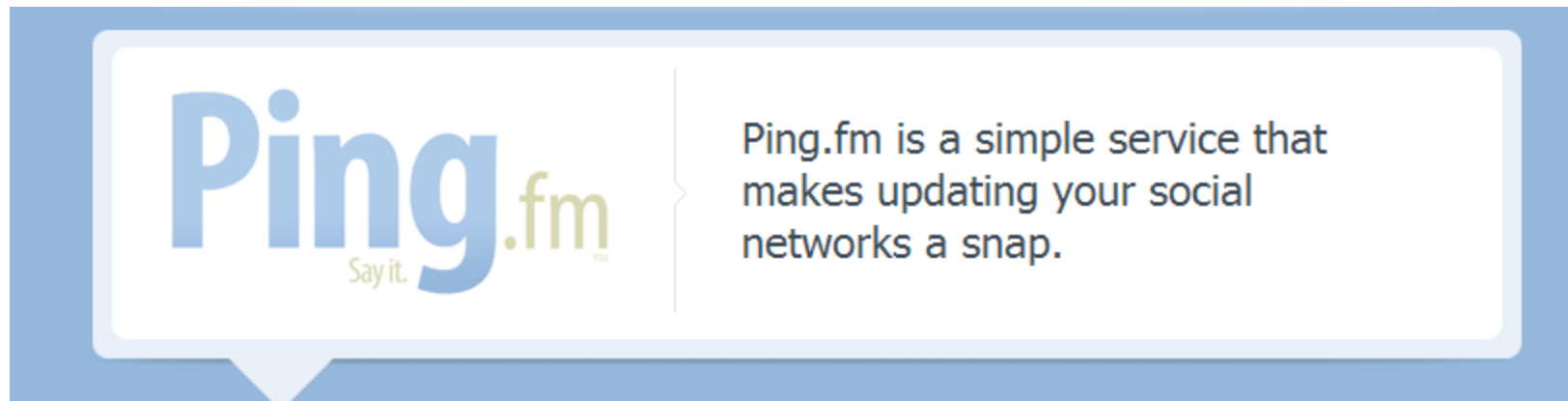
How to Update All Soc Profiles

- [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 your reach without eating up your time.

A blue-bordered box containing the Ping.fm logo on the left and a descriptive text on the right. The logo features the word "Ping" in blue, ".fm" in yellow, and "Say it." in small grey text below "Ping". The text on the right reads: "Ping.fm is a simple service that makes updating your social networks a snap."

Ping.fm
Say it.

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

Business

- TBD
- TBD
- TBD

Personal

- TBD
- TBD
- TBD

Tools:

- Type site:url into Google (# of pages indexed by Google)
- <http://siteexplorer.search.yahoo.com/>

Homework: Transform Your Web ID

Manage Your Web ID:

- Find fitting SocNets
- Find fitting Blogs
- Find fitting Web 2.0 Apps

Tools:

- <http://www.go2web20.net/>
- <http://technorati.com/>

Business

- TBD
- TBD
- TBD

Personal

- TBD
- TBD
- TBD

Offer: 1/2 Day Web ID Bootcamp

- Dedicate a 1/2 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

