

Beginners Guide: Using the Web for Business

What Do People Do Online?

1. **Discover**
 - Almost 300 million Google searches are done each day.
 - We discover people, solutions, media and more.
2. **Share**
 - One-third of the US visits a social network once a month.
 - We share opinions, video, stories, news...everything.
3. **Learn**
 - "Just Google it"
 - We use the web to learn about businesses and solutions.
4. **Buy**
 - 70% of internet users shop online.
 - We (can and do) buy everything online.



Website vs Social Media vs Social Networks

- Think of your **website** as a place on the internet over which you have (some) control.
 - Typically we think of our website as our domain. For example www.MyBusiness.com.
 - Our website may also be a blog with Blogspot, a Facebook page and more.
- **Social media** is just a popular fancy term for stuff we share with others on the web
 - Sharing stuff is way easier to do than just 5 years ago.
 - We love peer-to-peer stuff. We don't care about sales pitches, ads and commercials.
- Think of a **social network** as a club house or meeting place on the web.
 - We have always been using these for personal and business reasons.
 - The web gives a club house that is accessible worldwide...from a mobile phone.



How Do I Get Started?

- **Know your objectives.** Don't get online just because you think you are supposed to. Your objectives should drive your actions.
- **Advice for building a website yourself**
 - Don't hire anyone that can't deliver. That includes you.
 - Free & basic Content Management Systems:
 - Google Sites (<http://sites.google.com>)
 - Blogger (www.blogger.com)
 - Wordpress – A good host will provide Wordpress for free
- **Advice for getting help (hiring someone)**
 - There are many options available to you. It's a buyer's market.
 - You should be paying for customized design and/or functionality
 - Bare bones/out of the box: \$500 - \$3K
 - Some customization: \$3K - \$10K
 - Higher level of customization: \$10K +

