DEVELOPİNG YOUR 'INTERNET PROFİLE'

- Business Card Websites

- Keeping your website up to date

- E-Commerce, the pros and cons

BUSİNESS CARD WEBSİTES

- great logo and brand design

- well presented information

- clear easy to locate contact details

- a map

- key areas of business, experience, expertise

- user friendly approach

WHAT TO PROVİDE

- Reliable Information

- Reliable Technology

WHAT TO AVOID

- broken links

- incorrect names or emails

- incorrect prices or services

- incorrect address

KEEPİNG YOUR WEBSİTE UP TO DATE

- out of date = bad reputation

- out of date = don't care

- up to date = good company

- up to date = trustworthy

- up to date = care about their customers

KEEPİNG YOUR WEBSİTE UP TO DATE

- use a student intern

- use a freelancer

- train an employee

- do it yourself

- consider open source web applications

Flatpress

Wordpress
Drupal
Joomla

QuickCMS

CASE STUDIES

Good Practice:

- content

- presentation

HEADCASE BARBERS - TEXTY BUT INVENTIVE

http://www.headcase-barbers.com/

JEWELBOXING - TELLS ME WHAT I WANT TO KNOW

http://www.jewelboxing.com/

HULL DIGITAL - MINIMAL AND BIG

http://www.hdlive09.co.uk/

E COMMERCE - IS IT FOR ME?

- Not everything online is for sale

- Browse services

- Browse, select and order to pick up at the store

- Client list, portfolio list

- Using open source E commerce

- **QUICKCART**
  http://opensolution.org/

- **OS COMMERCE**
  http://www.oscommerce.com/

- **WORDPRESS PLUGINS**
  http://wordpress.org/extend/plugins/wordpress-simple-paypal-shopping-cart/

- **PAYPAL**

- **CREDIT CARD PAYMENTS**
  http://www.streamline.com

LOTS TO THİNK ABOUT...