

# **BIZ TECH 2011**

**for the vetrepneur**



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# **Open Source**

**Open or Closed Software?**

**Purchased or SAS**

# Connecting

- **Phone**
- **Internet- ISP**
- **Fax**
- **Tracking contacts- CRM**

# Hardware

- **Smart Phones**
- **Tablets**
- **Netbooks**
- **Laptops**
- **Desktops**
- **Printers**

# Software Tools

- **Accounting**
- **POS**
- **Documents**
- **Project management**
- **PDF**

# **Privacy**

**To Cloud or Not to Cloud?**

# **Backup**

**Local or Cloud?**

# Money

- **Credit Card Processing**
- **Paypal**
- **Square**
- **ACH**
- **Check Imaging**

# Video

- **Webcam- conferencing**
- **Smartphone video**
- **Pocket HD cams**
- **Pro video**
- **YouTube**

# **Websites**

**[www.websitetology.com](http://www.websitetology.com)**

**next seminar is Aug 18, 2011**

# WELCOME



[WWW.THENEXTWAVE.BIZ/SLIDES](http://WWW.THENEXTWAVE.BIZ/SLIDES)



## WELCOME

TO THE WEBSITETOLOGY SEMINAR. WE ARE  
THE BEST SEMINAR ON WEBSITES IN THE  
ENTIRE WORLD, GIVEN BY THE WORLDS  
GREATEST AD AGENCY. OUR CEO, PRESIDENT,  
CHIEF CREATIVE OFFICER, FUTURIST AND  
HEAD TECHNOLOGIST, DAVID ESRATI IS HERE  
TO TELL YOU ALL ABOUT HIMSELF.

## RULE # 1

**IT'S NOT ABOUT YOU, YOUR  
COMPANY, OR ABOUT HOW  
GREAT YOU ARE.**


## RULE # 2

**CUSTOMERS ARE NOW IN CONTROL.**

**DO NOT MAKE THEM MAD**

**[THEY CAN HURT YOU]**

## THERE ARE ONLY 4 WAYS PEOPLE COME TO YOUR SITE

- You spend a lot of money promoting your url. i.e. [www.sony.com](http://www.sony.com)
- Someone links to you (referral)
- Search
- RSS 

## RSS



- Really Simple Syndication
- Push
- Eliminates the need for Bulk e-mail



## [D] Esrati

If you believe in Change, [If you believe in Dayton](#)

**Esrati on Twitter:** "Y da software updates always seem 2 take longer when u have stuff 2 do? This is the modern watched pot not boiling." - **35 minutes ago**

### Should Bill Nuti still have a job?

#### Esrati

David Esrati has been blogging since 2005 about Dayton OH and how to improve it. Issues include sprawl, economic development, education, taxes, politics and where to have a good time in Dayton.

#### 1. Should Bill Nuti still have a job?

The jobs leaving Dayton are one thing, the driving force for them leaving are another:

If I was an NCR shareholder, I'd be looking at this move and wondering- besides the tax breaks, what competitive advantage does moving to Georgia offer. \$60 million is chump change to a company that pulls down \$5 billion a year. There has to be more to it.

Comparing cost of living in Dayton to Atlanta: Dayton wins.

Cost of commercial real estate in Dayton: Dayton wins.

Cost of moving 1200 people to Georgia, or filling positions of those who won't move? Staying in Dayton wins.

Traffic congestion: Dayton wins.

Access to water, which is already a big problem in Georgia, South Carolina and northern Florida: Dayton wins.

Yes, you can get on a flight direct to Shanghai in Atlanta- but, have you ever heard of teleconferencing? I'm sure Nuti knows about it- since he tried to manage NCR from NYC, where he also entered NCR into a high rent office so he could chum around with his other CEO buddies.

And, last but not least, lets look at the company performance under Nuti- who took the helm on Aug 8, 2005. Besides a bump for selling off Terradata, the crown jewel of NCR's technology portfolio, he's lost about 2/3rds of its value.

Take a look at the stock chart: <http://finance.yahoo.com/echarts?s=NCR#chart2:symbol=ncr;range=20050808,20090602;indicator=volume;charttype=line;crosshair=on;ohlcvalues=0;logscale=on;source=undefined>

For this, he takes home at least \$4 million a year. On an hourly basis, that's almost \$2K an hour. Shareholders, are you paying attention?

Lose Bill Nuti, stay in Dayton and ride out the economic downturn. This move could be suicidal for NCR, but Bill Nuti will still do just fine.

#### 2. It's time for you to do something about corporate welfare

Politicians make lousy venture capitalists.

The idea that government incentives can keep, or bring jobs to a community in an auction which pits one community against another is insanity.

I thought I'd share my thoughts on NCR moving to Georgia with you via video- please remember, no teleprompter, camera operator or edits- this is just a face-to-laptop recording.

[Click here to view the embedded video.](#)

I highly recommend endorsing the ideas presented by [The New Rules Project: Eliminate Subsidies for Big Business](#)

It's time to contact every legislator you know and call for an end to this practice of corporate welfare.

Tuesday, June 2, 2009 9:05

David Esrati

#### 3. As NCR leaves, our "leaders" forget their spines

I'm waiting for just one elected politician to stop and say, "Wait a second, before you leave, how about you pay us back all the breaks we gave you."

But, it's not going to happen.

As P&G announced that they were going to collect Iams and whisk them down to Mason, no one said, "But, you are still getting a tax abatement from us, if you renege, we want it back." In fact, a case could be made that Iams' former CEO Clay Mathile, and recipient of \$2.1 billion from P&G should have repaid the citizens of Vandalia for their investment in Iams with the abatements that were granted his company.

As Georgia buys our 2nd largest employer out from under us, we should be declaring war against the peach state. Using tax dollars to poach jobs should be a federal crime.

As NCR announces that they're pulling out, we've got the Governor waving your hard-earned money at them, a state senator waiting until the official announcement, and a county commissioner first complaining

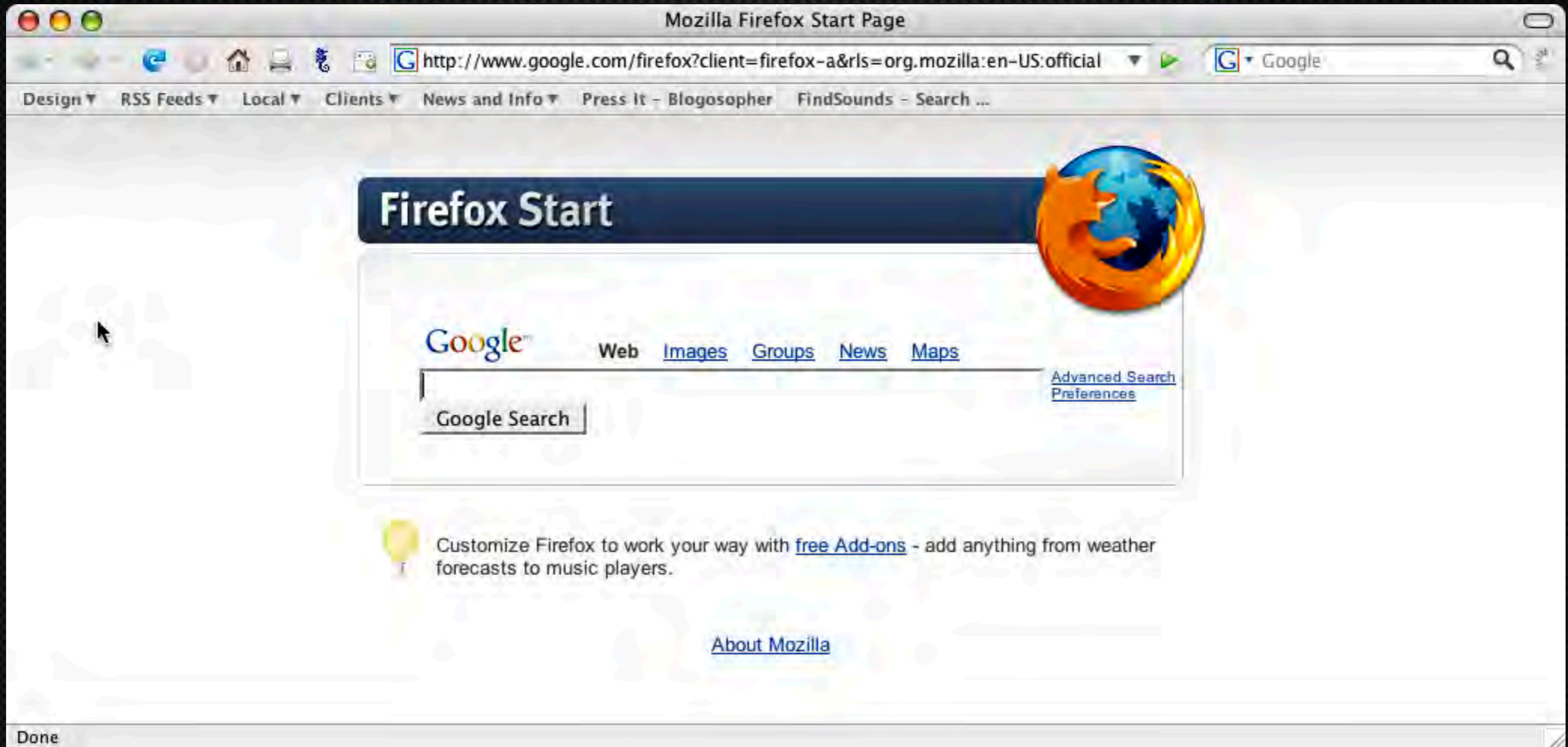


## SEARCH IS CRITICAL

- 80% of internet traffic begins at a search engine. source: Harris Interactive
- 41% of web users use search for simple navigation, even when they know the url source: DoubleClick

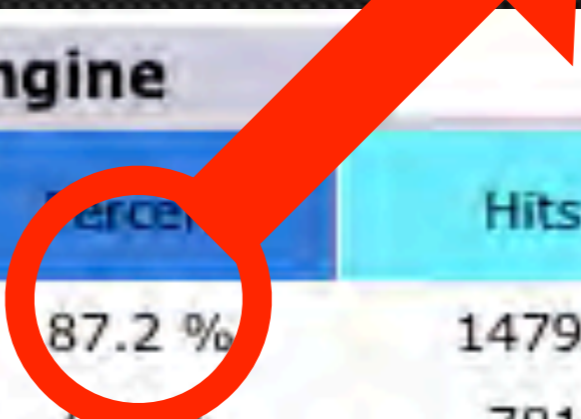
source: DoubleClick

# Websiteology



## GOOGLE IS ALL THAT MATTERS

87.2%



19 different referring search engines	Pages	Percent	Hits	Percent
Google	9430	87.2 %	14792	89.9 %
Yahoo!	691	6.5 %	781	4.7 %
Microsoft Bing	454	4.2 %	521	3.1 %
AOL	79	0.7 %	81	0.4 %
Google (Images)	45	0.4 %	85	0.5 %
Unknown search engines	40	0.3 %	42	0.2 %
Ask	33	0.3 %	33	0.2 %
Dogpile	7	0 %	7	0 %
Microsoft Windows Live	6	0 %	9	0 %
MyWebSearch	5	0 %	24	0.1 %
Earth Link	4	0 %	4	0 %



- Originally called “BackRub”
- “Page Rank” = Larry Page’s algorithm
- **Bill Gross** had the big revenue idea
- Customer experience is paramount

## IT'S NOT A SEARCH ENGINE!

- Google is a results engine
- Results come from Cache
- Algorithms predict what they think you want
- 2 types of results: paid and organic
- Results change depending on how hot the subject is
- Increasingly results are personalized based on your search profile

## Paid Placement vs. Organic

The image shows a Google search results page for the query "discount contact lenses". The search bar at the top shows the Google logo, the search term "discount contact lenses", and buttons for "Search", "Advanced Search", and "Preferences". Below the search bar, it indicates "Results 1 - 10 of about 226,000 for discount contact lenses. (0.16 seconds)".

The results are divided into two main sections: "Sponsored Links" and "Organic Results".

**Sponsored Links (20% of clicks):**

- Discount Contact Lenses** (www.discountcontactlenses.com/): Save up to 70% on contacts. Fast, convenient and inexpensive.
- Buy Contact Lenses Online** (www.VisionDirect.com/Contact\_Lenses): Free Shipping – No Minimum. Lowest Prices Guaranteed. Acuvue 2 \$10.20
- Discount Contact Lenses** (www.1800contacts.com): Limited time rebates up to \$80 and free shipping at 1800CONTACTS.com!
- Contact Lenses: No Hassle** (www.Lens.com): Visit Lens.com for prices that can't be beat with No Hassle.
- 877-LENS-347 Contacts** (www.LensDiscounters.com): Save 70% or more on your Contacts! We'll beat all 1800 and web prices.
- Discount Contacts** (www.ShipMyContacts.com): Save Up To 70% On Contact Lenses. Get Fast Service And Free Shipping!
- Discount Contact Lenses** (www.ContactLensKing.com): Free Shipping On All Orders. Save 70% on your Contact Lens Order
- Buy Cheap Contact Lenses** (www.brandnamecontacts.com): Try our no hassle low prices. Buy online and save with free shipping.
- Discount Contact Lenses** (www.LensShopper.com): Compare Cheap Contact Lenses. Find the cheapest contact retailers
- Contact Lenses - Cheap** (www.LensShopper.com): Low Prices. Fast Shipping

**Organic Results (70% of clicks):**

- Discount Contact Lenses | Save 70% on Contact Lenses | Same ...** (www.discountcontactlenses.com/): Discount Contact Lenses - Save up to 70% on contact lenses online. Free shipping on all orders over \$50. Same lenses our optometrists use. MICROLENS™ then.
- DISCOUNT CONTACT LENSES - Online Lens Savings of up to 70%** (www.justlenses.com): Contact Lenses : Discount Contact Lenses including Acuvue, Acuvue Bifocal, 1-Day Acuvue, Slevue, NewVue, ClearVue, Focus, SeeQuence, Focus Monthly, ...
- Contact Lenses at 1-800-CONTACTS World's Largest Contact Lens Store®** (www.1800contacts.com/): You'll get the same contact lenses your eye care professional prescribed, but at discount prices and delivered to your door. ...
- Contact Lenses | LensShopper.com - The good you love at a great price** (www.lensshopper.com/): We help you find the best and cheapest contact lenses available on the internet. Here you can find information on security, ... Discount Contact Lenses ...
- Buy Contact Lenses Online at Lens.com®** (www.lens.com/): Discount Contact Lenses Online. The exact same contact lenses prescribed by your doctor, delivered to your door. All major brands and discounts.
- Acuvue Advance Reviews at Lensrate | Acuvue Advance** (www.lensrate.com/): Acuvue Advance 1-2 week disposable contact lenses are available from \$16.99/box. ...

20% of clicks

70% of clicks

Remaining 10% go to the other links, abandoned, or a new query

## SEARCH = USE = COMMERCE

- “Search Engine optimization” = voodoo
- “Sites” and front doors are now history
- First page of results or bust
- The Expert Economy

**I Google, therefore I am.**

## HOW TO EVALUATE YOUR CURRENT SITE:

- Go to google, type in: site:yourdomain.tld
- Evaluate results- compare to your competition
- Can you bookmark every single page?
- Is there an RSS feed?
- Is there a place for your customers to contribute?
- Do you have webstats? Do you check them?
- Is there a search box

## WHAT YOU HAVE TO DO:

- Build a site that everyone can use
- Understand and optimize for search
- Create community with your customers
- Maintain and update it yourself
- Outsmart your competition
- Save a ton of money

## COMMON MISTAKES

- Static entry page, static content
- **FLASH**- a language that adds motion and sound
- Removing content (or moving it)
- Not updating often
- Navigation (no search)

## WEB 2.0 CONCEPTS

- Content is separate from presentation
- Community is key
- Your customers control your brand

**WHAT IS A BLOG?**

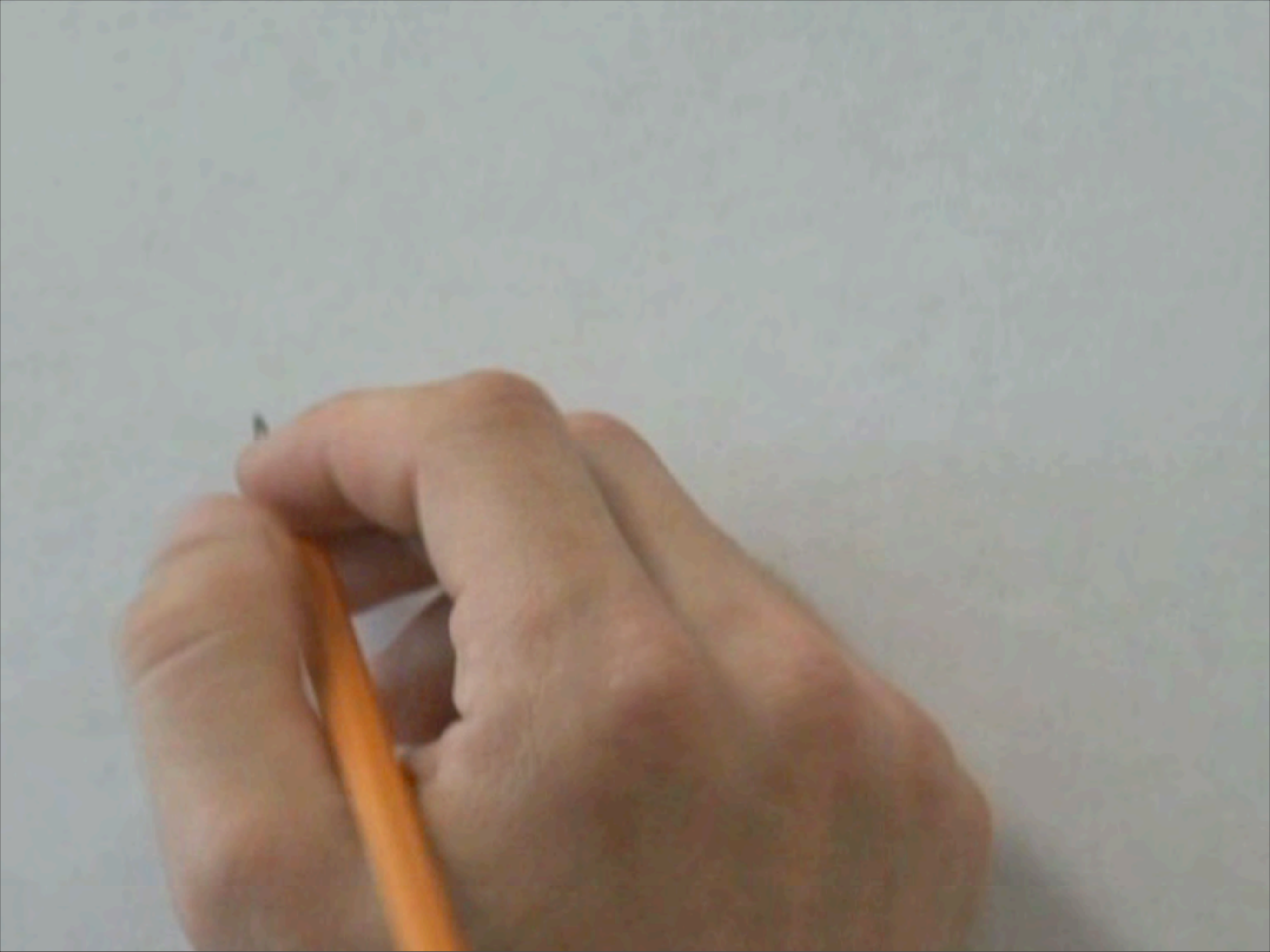
**WEBLOG**

**NOTE: PERSONALLY, I HATE THE  
WORD BLOG AND WISH IT  
WOULD DIE A QUICK DEATH.**

**It is a website.  
Utilizing a sophisticated  
Content Management System  
(CMS)**

## WHY BLOGS ARE IMPORTANT:

- Updated frequently
- Good clean code: W3C, CSS
- Low cost
- High interactivity: RSS
- Integration into a larger site
- Search engines love them





# WORDPRESS

## **.com**

- hosted blogging platform
- limited customization
- no e-commerce
- free hosting
- pay for upgrades

## **.org**

- software repository
- infinite customization
- e-commerce capable
- you pay hosting
- you own your content



# WORDPRESS

- Is an Open Source, Content Management System
- It is an actively driven database application
- RSS is included
- Community can be included
- It pings Search Engines, everytime you post



# WORDPRESS

- Resides on a server running PHP, MySQL, Apache
- Works best with Firefox
- Requires no other software except a browser
- Allows multiple authors
- Creates legal code automatically
- Uses CSS for themes

## HOW TO GET TO #1 IN GOOGLE

- Alt tag for the blind
- Google alerts on key phrases
- Search your terms- write about top posts
- Use Categories smartly
- Update often
- Build relationships (links)

## Social Media Tools

You Tube

facebook®

twitter

foursquare

## GOOD E-MAIL ETIQUETTE

- Subject
- Signature
- Sending options
- Attachments vs. links
- Verify before forwarding

## WRITING FOR AN AUDIENCE

according to Seth Godin:

- Candor
- Urgency
- Timeliness
- Pithiness
- Controversy
- Utility

STYLE

WITH / FOR

NOT

AT / TO

## HOW IS YOUR ONLINE HEALTH?

- Is the content customer focused?
- Is your content updated often?
- Is your brand message consistent?
- Are you checking your stats daily?
- What are people saying about you?
- Are all your ads available online?

**IS YOUR SITE THE FIRST  
PLACE PEOPLE LOOK TO  
LEARN ABOUT YOUR  
COMPANY?**

**THANK YOU.**



**OUR NEXT WEBSITETOLOGY  
SEMINAR IS THURSDAY AUGUST 18.  
VETREPRENEUR ATTENDEES CAN  
ATTEND FOR \$99, REG. \$139  
[WWW.WEBSITETOLOGY.COM](http://WWW.WEBSITETOLOGY.COM)**