

 Reviewing Assignment

#4 HW Bk 1 Ch 3-7

Started: Jan 16, 2012 9:54 AM

Finished: Jan 21, 2012 7:22 PM

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 #4 HW Bk 1 Ch 3-7
  Total Grade: 20 (of possible 20 points)

Good job!

Score: 20 (of possible 20 points)

4 HW on text Book 1/Ch 3 thru 7 is due by Sat 1/21.

Please read ahead to sample the various topics covered and see which ones apply to you at this time!

Your Wk 2 Assignment is to **read the remainder of Book 1** in Web Marketing by Arnold, Lurie, et al. You may be the owner of an e-biz, or somebody who is working with a person who has a website business, or freelancing in the marketing field, or just curious...pick & choose the chapters/topics that are most relevant to you!

Ch 3 Designing to Sell: purpose of Web design, preventing distractions from sales process, using branding basics, keeping it legal, and testing for usability

Ch 4 Creating /Connecting Multiple Web Sites: different kinds of websites, which are right for you/your e-biz, creating/maintaining Website content, launching/connecting multiple Web sites to broaden your reach & Web presence.

Ch 5 Creating Exceptional Copy that Sells: clear, effective & compelling copy; using landing pages to drive sales; and motivating customers to buy from you

Ch 6 Encouraging Communication: extras that make Websites work, selecting/implementing forms, incorporating powerful communication techniques

Ch 7 Getting Help with Your Web Presence: ID tasks worth paying for, find the right people to help, assure you get what you pay for, stay in control!

TO DO: Please write up Option A - OR - Option B - OR - Option C

Spell check/punc/caps with real-world examples to illustrate (20 pts). Suggest working in Word and saving your file on external media (you may want to retrieve some info later).

Don't copy the question, just [label](#) with: **Name, Book, Chapter, Option, and the numbers of the questions**

* * *

Option A, Ch 3: Branding /Logo, 3 Q in 400+ words or more total

1. Everybody knows Nike, Target, and Mrs. Fields. Have YOU established a BRAND for yourself, your products, your services? Is this important for the kind of business you will be conducting/marketing? [Provide specific examples.](#)
2. Do you have a copyrighted LOGO or TRADEMARK for you, your products/services, e-biz? What did you do to get them/cost? Do they compete with any other similar ones in the world today, whether online or live? How do you keep things legal?
3. Comment on the **Website Pre-Flight Checklist on pp. 69-70** as it relates to you, your website, your e-biz, etc.

- OR -

Option B, Ch 5 & 6: Exceptional Copy /Communications, 3 Q in 400+ words or more total

1. How's your business writing quality? Have you seen other webpages that undermine credibility when they have misspellings, incorrect information, slang/unprofessional language, and don't provide believable ID info? Do you have time/desire to blog daily?
2. How can you use landing pages to drive sales/provide credible marketing? When marketing, consider the 'playful blog pages' as well as the 'serious selling' pages for your product/service...are they coordinated or just separate/floating entities on the Web?
3. When sending tweets or e-mail marketing, would you do it yourself to selected customers, or hire on a service like Constant Contact (mentioned in **Book V, p 449**) to a wider list? [Explain/give example.](#)

- OR -

Option C, Ch 4 & 7: Multiple Websites/Getting Help with your Web Presence, 3 Q in 400+ words or more total

1. Do you have a Website and a blog and a something-else already? What is the purpose of each? How do you coordinate these miscellaneous pieces to maximize your marketing/credibility?
2. Have you identified yourself/company name in the policies/IDs at the bottom of the page? Is your business writing in need of an editor?
3. Is it time for a redesign of your total package that takes Web marketing into account (all the stuff we're studying about this quarter, please thumb through entire book)? Would you or a Web developer & editor do this (think: time/costs/control)? Comment on how you would communicate with the Web developer & editor and how you would use the Website Pre-Flight Checklist on pp. 69-70. ([How would you find the right people to help, assure you get what you pay for, stay in control?](#))

Click on Finish/Submit to hand in

For All: Post your Week 2 contribution in the Classroom Discussions (choose whichever thread you prefer and read what others have written)

Go on to read Book 2 on SEO for the next HW assignment

(12/11)

 Answer

Martha Raup – COIN 72 – January 21, 2012 - Assignment #4 Option C: Book 1 Chapters 4 & 7 - Multiple Websites/Getting Help with your Web Presence

WEB MARKETING ALL-IN-ONE FOR DUMMIES by Arnold, Lurie, et al, 2009, Wiley/Dummies Publishing, ISBN: 978-0-470-41398-2

1. In Fall quarter of 2006, I created [narfe65.org](#), as part of my COIN 74 class taught by Robert Cormia, using a template provided by Adobe Dreamweaver Suite 8 (see p. 74 – start from a design template). Since then, the Website has had very little improvement, other than monthly updates of a newsletter and current reports, and links to and descriptions of the upcoming meetings. Periodically, I've taken photos of events or meetings, my partner created slideshows, and we posted them on the Website itself (see [NARFE 65 photos](#)). Unfortunately, this part of the Web is not systematically updated. We are several events behind! In July of 2010 I created a blog for our Chapter (see [narfe65sf.blogspot.com](#)), using tools provided by Blogger (now a Google company). I invited several officers to participate, and eight of us are listed as members of the blog. However, I'm the only one who has actually posted an article, and the last one posted was in July of 2011. In other words - this has not done the job it was expected to do! In addition, I never linked the blog to the Web, as I had intended to do. I have explored using WordPress tools (see p. 79), and at the least, hosting the blog on our own domain. However, I am not prepared to do this yet. In addition, there is a [Picasa Web Album](#) of photos from the blog (see [photos](#)), but those are only viewable if one has the link! So it hardly functions well for a public website. I also created a [Google Places](#) page, and created a Google Analytics account, which I expect to study thoroughly his quarter.

The Website was created to provide basic information about our organization, and was designed to be a tool of recruitment. The intent was to provide information that prospective and current members could use as a resource. What we have discovered is that our organization has a much greater problem with retention, rather than recruitment, of membership - and this is the need we now seek to address. The photos were intended as a way to demonstrate what we do, and that we enjoy doing it. The blog was a second attempt to generate more participation by our membership. The first effort was to put a page within the Website itself (see [Members Speak Out](#)). However, some of the officers felt the sentiments expressed might offend some of our members, so I never linked this page to the Web for the public to see - but, I never removed it either!

As you can see, one major problem is, there IS no coordination (of marketing/credibility). That's why I'm taking this class!!

2. The bottom of each of our Web pages includes a link to: [About Us](#), [Site Map](#) (from 11/21/07), [Privacy Policy](#), [Email Us](#), a copyright notice (for 2007), and a JavaScript printing of when the page (site?) was last updated (1/3/12). Our [Meetings](#) page tells WHERE we meet, but includes photos of the location we met at two years ago! Our [Contacts](#) page includes a phone number and email address for all of our officers, and a link to it is visible on every page - though it may not be as obvious and intuitive as it should be.

Does our business writing need an editor? Actually, I think our writing is pretty good - I'm the writer! But of course, I can always use additional eyes to edit it...

3. Absolutely - it is time for a redesign of this Web site, and an organized analysis of what we intend for it. Are we achieving our purposes? Could we do a better job? At the minimum, I'd like to add a search facility to the website (there is one there "saving a spot"), connect the blog to the Website, add a Membership section (such as described on pp. 86-88), and add social media tools such as a Facebook page. I'd also like a separate photo account for public access. Most importantly, I'd like to see an increase in membership activity as a result of this website. The tracking tools we're learning about should help. I can't expect to accomplish all this in 12 weeks, but I can certainly make a start.

Who will do this re-design? I will – after all, I AM the Web developer/editor. The cost is time. But, it is a labor of love. AND, I'm learning in the process. One day I may be able to earn some extra income using the Web skills I'm practicing here. I very much like the sense of control this gives me, of artistic achievement. I will miss it when I move on! But, a good re-design for the Website should include the ability for others to take over someday. For now, it's "too complex". So, on the back burner of my mind is the realization we need to simplify everything.

The [Pre-Flight Checklist](#) seems designed for the setting up of a Website, so it may not be the most important thing for me to use. HOWEVER, I will check it out, as I start my final project. It looks like it will be useful to simply respond to each question, much as I've done with this assignment. What I found that appears to be more immediately useful is the [SEO-FastStart](#) document. I want to get a handle on how Websites are indexed and ranked. This will be helpful in attracting new members. I also expect to use the alternate textbook: [SOCIAL MEDIA MARKETING All-In-One for Dummies](#) by Zimmerman and Shalin, 2010, Wiley/Dummies Publishing, ISBN: 978-0-470-58468-2.

An HTML version of this assignment, which includes clickable links, can be found here:

<http://djinmarti.com/foothill/coin72/assignments/04/index.html>

 Feedback

Thanks!

 Comments

MW: Thanks for 4C here, Martha --

All that good stuff, just sitting there in cyberspace in various places! You are not alone!

Thought point: Do you think it is better to keep an outdated website up to hold a place in cyberspace, or take everything down, rework it, and upload it as a fresh start?

On #3, all this could go into your marketing plan, which you take away after this class and continue to work on as you wish!

Good for you, Martha, for initiating a peek at the supplementary Soc Mktg Media book! 😊

Nice work, please move on ahead to SEO chapters!

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