



Creation and Website Management

September 2010

Center for Economic Development

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Why do you need a website?



Why Do You Need A Website?

- Online purchases are increasing
- Relatively low cost
- Global Reach
- Be open 24 hours a day
- Virtual business card



Online purchases Increasing

- Online retail sales in the first quarter reached \$19.2 billion, up 23.8% from Q1 a year ago, the Census Bureau of the U.S. Department of Commerce reports.





What is a Domain

A meaningful, easy-to-remember "handle" for addressing computers and information on the Internet. Domain names typically end with a suffix that denotes the type or location of a resource (for instance, ".com" for commercial resources or ".jp" for resources based in Japan).



Domain Options

Free Extras

Domain Services

General Pricing

International Pricing

Bulk Pricing

All prices listed in United States dollars (\$)

Per year pricing	1 year	2 years	3 years	5 years	10 years
.COM	\$11.99*	\$11.99*	\$11.99*	\$11.99*	\$11.99*
.INFO	\$10.69* \$1.99*	\$10.69* \$5.99*	\$10.69* \$7.32*	\$10.69* \$8.39*	\$10.69* \$9.19*
.NET	\$14.99* \$6.99*	\$14.99* \$6.99*	\$14.99* \$6.99*	\$14.99* \$6.99*	\$14.99* \$6.99*
.ORG	\$14.99*	\$14.99*	\$14.99*	\$14.99*	\$14.99*
.ME	\$19.99 \$8.99	\$19.99 \$14.49	\$19.99 \$16.32	\$19.99 \$17.79	\$19.99 \$18.89
.MOBI	\$14.99* \$6.99*	\$14.99* \$10.99*	\$14.99* \$12.32*	\$14.99* \$13.39*	\$14.99* \$14.19*
.US	\$19.99 \$4.99	\$19.99 \$12.49	\$19.99 \$14.99	\$19.99 \$16.99	\$19.99 \$18.49
.BIZ	\$14.99* \$5.99*	\$14.99* \$10.49*	\$14.99* \$11.99*	\$14.99* \$13.19*	\$14.99* \$14.09*
.CA	\$12.99	\$12.99	\$12.99	\$12.99	\$12.99
.TV	\$39.99	\$39.99	\$39.99	\$39.99	\$39.99
.WS	\$14.99	\$14.99	\$14.99	\$14.99	\$14.99
.ASIA	\$19.99* \$12.99*	\$19.99* \$16.49*	\$19.99* \$17.65*	\$19.99* \$18.59*	\$19.99* \$19.29*
.CC	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99



Domain Providers

RANK	SHARED WEB HOST	REVIEW	PRICE	DISK SPACE	BANDWIDTH	VISIT
1	 iPage	Read Review	\$3.50	unlimited	unlimited	Visit Site
2	 justhost.com	Read Review	\$3.95	unlimited	unlimited	Visit Site
3	 1&1 WEB HOSTING TRUSTED BY OVER 9 MILLION CUSTOMERS	Read Review	\$4.99	250GB	unlimited	Visit Site
4	 FatCow	Read Review	\$3.67	unlimited	unlimited	Visit Site
5	 GoDaddy.com	Read Review	\$6.29	unlimited	unlimited	Visit Site
6	 register.com	Read Review	\$8.95	5GB	250GB	Visit Site
7	 myhosting.com	Read Review	\$4.84	unlimited	unlimited	Visit Site
8	 bluehost	Read Review	\$6.95	unlimited	unlimited	Visit Site
9	 hostmonster	Read Review	\$5.95	unlimited	unlimited	Visit Site
10	 YAHOO!	Read Review	\$7.46	unlimited	unlimited	Visit Site



Top 10 Domain Name Sales 2010

DN Journal's 2010 YTD Top 100 Sales Chart Highest reported 2010 domain sales in all extensions through Sept. 19, 2010 Euro to Dollar conversion (€ to \$) based on rates in effect when sales were reported by DNJ (Domains entering the chart this week are highlighted in green)				
	Domain	Sold For	Where Sold	Date*
1.	Slots.com	\$5,500,000	Moniker/SnapNames	6/2/10
2.	Dating.com	\$1,750,000	Moniker/SnapNames DOMAINfest FTL	6/16/10
3.	Photo.com	\$1,250,000	Moniker/SnapNames	5/5/10
4.	Flying.com	\$1,100,000	Pvt Sale	4/7/10
5.	Poker.org	\$1,000,000	Sedo	2/23/10
6.	Credit.fr	€587,500 =\$851,875	Sedo	1/12/10
7.	Guns.com	\$800,000	Moniker/SnapNames	3/10/10
8.	Files.com	\$725,000	Sedo	3/31/10
9.	Jerusalem.com	\$510,000	Sedo	9/9/10
10.	BoardGames.com	\$450,000	Moniker/SnapNames DOMAINfest FTL	6/23/10



Domain Names

- Highest price paid?



Domain Names

- Sex.com \$12 million



What is hosting

Web hosts offer their clients a space on a Web server (or an entire Web server) for a Web site. This Web server can be accessed by users who visit the client's Web site by typing in a domain name.



Hosting Options

Alternative

Comments

Costs

On-line Website
Creators

- Form driven
- Does not require knowledge of HTML
- Purchase what you need and add-on as you require
- Standard templates

- \$10-\$20 per month
- 1-2 email accounts
- User makes all changes



Hosting Options

Alternative

Comments

Costs

Pre-packaged Web site designs

- Form driven
- Does not require knowledge of HTML
- Purchase what you need and add-on as you require
- Standard templates

- \$350-\$995 Set Up charges
- \$35-\$50 per month hosting
- Greater number of templates
- More services
- Larger in size and scope
- User makes most changes



Hosting Options

Alternative

Comments

Costs

Professional Web Developer

- User supplies content
- Developer supplies concept

- \$150-\$250 per page
- Developer makes changes to site at \$50 - \$80 per hour



Hosting Options

Alternative

Comments

Costs

User-built Web


- User supplies content
- User develops concepts
- User does all development work

- \$20-\$50 per month hosting
- Software costs:
FrontPage \$200
or
Dreamweaver \$200
and
Photoshop \$650
Illustrator \$500



Hosting Providers

The Top Web Hosting Options Companies

RANK	WEB HOST	PRICE	LOVE FACTOR	PERFORMANCE	CUSTOMER REVIEWS	EDITOR REVIEW	SCORE	VISIT
1	 iPage ★ Best Overall! Easy, Instant Setup	\$3.50			19   0	Read	98%	Visit Host 
2	 justhost.com	\$3.45			15   8	Read	93%	Visit Host 
3	 hub	\$4.95			3   0	Read	81%	Visit Host 
4	 inmotion hosting	\$5.95			9   2	Read	75%	Visit Host 
5	 HostPapa	\$4.95			3   4	Read	73%	Visit Host 
6	 YAHOO!	\$11.95			2   2	Read	68%	Visit Host 
7	 hostmonster	\$5.95			5   3	Read	67%	Visit Host 
8	 bluehost	\$6.95			1   3	Read	53%	Visit Host 
9	 Go Daddy .COM	\$6.99			0   1	Read	43%	Visit Host 



Global Reach

Increase your customer base

Without Internet



With Internet





How to Increase Traffic

- Include email and web address in all advertising
- Contact search engines
- Provide something that attracts users
 - Useful Information
 - Coupons
- Search Engine Optimization (SEO)



Include Email and Web Address In All Advertising

- In Emails
- On business cards
- Fliers
- TV/Radio ads



Provide Something To Attract Users

- Useful Up to Date Information
 - A handyman site that updates weekly with a new project (fix a toilet, repaint a room, etc.)
- Coupons/Discounts
 - Save 10% if you print coupon and bring into store



Search Engine Optimization (SEO)

Search engine optimization (SEO) is the process of improving the volume or quality of traffic to a web site from search engines via "natural" or un-paid ("organic" or "algorithmic") search results as opposed to search engine marketing (SEM) which deals with paid inclusion. ..



Search Engine Optimization

- Content
- Incoming Links
- Website Title
- Heading Tags
- Internal Links
- Keyword Density
- Sitemaps
- Meta Tags
- URL Structure
- Domain



Search Engine Optimization (SEO)

Everything

Images

Videos

Maps

News

Shopping

More

Any time

Latest

Past 2 days

All results

Sites with images

More search tools

Something different

sandals

sneakers

slippers

moccasins

loafers

Boots

www.DSW.com/Boots Buy Must-Have **Boots** & Booties at DSW.com. Free Shipping & Exchanges!
Womens Boots - Boots Under \$50 - Casual Boots - Mens Boots

Sponsored link

Boots | Zappos.com

Sep 17, 2010 ... This **boot** is easily my new favorite. The color, the feel of the leather (kind ...
From sleek and simple black knee-high **boots**, to edgy and ...
www.zappos.com/boots - Cached - Similar - Add to iGoogle

Women's Boots | Overstock.com: Women's Shoes

Boots for the best prices, guaranteed! \$2.95 shipping and product reviews on all Steve Madden, Rocket Dog, BCBGeneration and Nine West products.
www.overstock.com/Clothing-Shoes/Boots/2747/subcat.html - Cached - Similar

Steve Madden - Womens Shoes, Womens Sandals, Womens Boots & Womens ...

Steve Madden sells womens shoes and mens shoes with attitude which are cutting edge and cool under the Steve Madden and Steven brand names. [Show stock quote for SHOO](#)
www.stevemadden.com/ - Cached - Similar

Local business results for boots near Chico, CA - Change location



A Boot Barn Chico Mall www.bootbarn.com
1950 E 20th st., Chico - [Directions and more](#)

B Boot Barn Chico www.bootbarn.com
2539 Esplanade Rd, Chico - [Directions and more](#)

C Diamond W Western Wear - maps.google.com
181 East 2nd Street, Chico, California - [Directions and more](#)

[More results near Chico, CA](#)

Boots at BootBarn.com: Cowboy Boots, Western Boots, Motorcycle ...

Find the latest styles in Western **Boots**, Cowboy **Boots**, Work **Boots**, Motorcycle **Boots**, Outdoor **Boots** and Equestrian **Boots** on the net.
www.bootbarn.com/ - Cached - Similar

Sponsored links

Boots at Macy's

Save on Designer **Boots** at Macy's. Free Shipping w/\$99 Orders Today!
Macys.com

Victoria's Secret Boots

Shop Sexy Fall **Boots** at Victoria's Secret. Official Site
www.VictoriasSecret.com
VictoriasSecret.com is [rated](#) ★★★★★

Discount Mens Boots

Save Up To 75% Off All Footwear. Official Site. Order Now & Save!
www.6PM.com/Shoes
6PM.com is [rated](#) ★★★★★

Boots

Shop **boots** for women, men & kids Free Shipping on Orders Over \$200!
www.nordstrom.com
Nordstrom.com is [rated](#) ★★★★★

Women Boots on Sale

Great Selection of Women **Boots** Starting at \$19.99 - Fast Shipping
www.shoeeocean.com

Boots at Zappos

Men's and Women's **Boots** at Zappos. Receive Free Shipping Both Ways.
www.Zappos.com
[Show products from Zappos.com](#)

Boots - ShoeMall

Find **Boots** Today. Free Shipping on Shoes Everyday!
ShoeMall.com/Boots



Tools To Evaluate Website

- www.iwebtool.com
 - Requires account
- Google Analytics
- Xenu



iWebTool

Frequently Used Tools

[View all tools](#) | [A](#)



Google PageRank Prediction

Predicts your future Google PageRank.



Rank Checker

Use this online tool to see the ranking of a specific website.



PageRank Checker

Check a website's Google PageRank on major Google datacenters instantly.



Link Popularity

Find how many links a domain has on the most common search engines.



Backlink Checker

Find backlinks linking to a website and their URL information.



Search Engine Position

Check your search engine positions on Google Search Engine.



Multi-Rank Checker

Check multiple domains PageRank and Alexa Rating.



Reverse IP/Look-up

This tool searches for domain names hosted on your IP address.



Website Speed Test

Find out how fast your website loads.



Ping Test

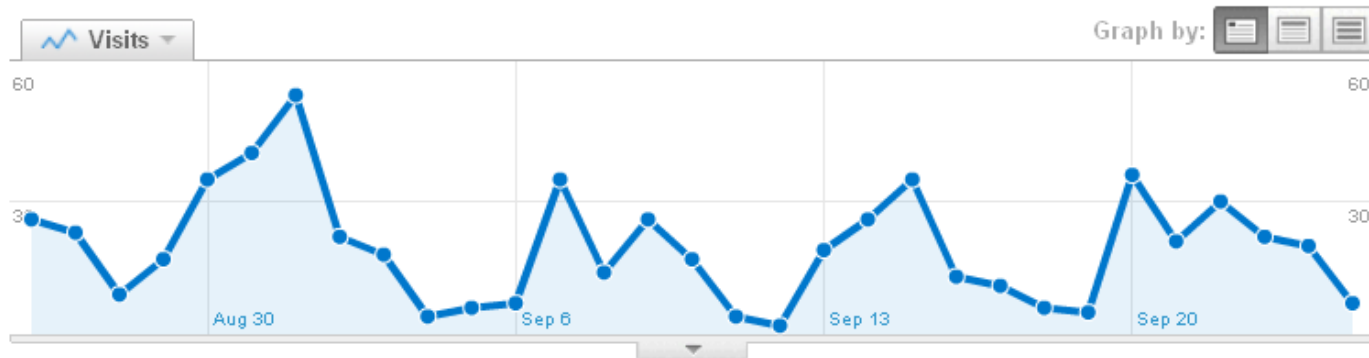
Ping test tool is used to test the presence of an active connection.



Google Analytics

Dashboard

Aug 26, 2010 - Sep 25, 2010



Site Usage



611 Visits



48.12% Bounce Rate



1,903 Pageviews



00:03:20 Avg. Time on Site



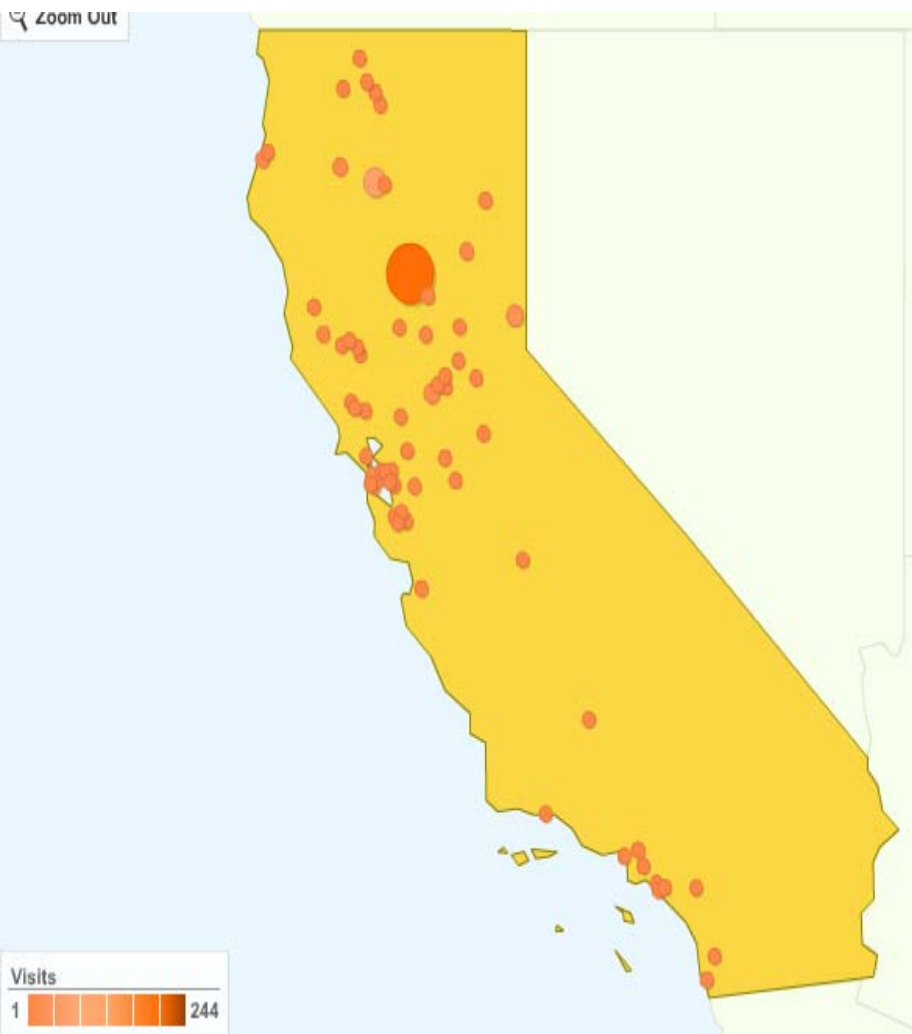
3.11 Pages/Visit



54.01% % New Visits



Google Analytics



Site Usage Goal Set 1 Views: [Grid] [Clock] [List] [Refresh] [Help]

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
511	3.18	00:03:38	49.90%	48.34%
% of Site Total: 83.63%	Site Avg: 3.11 (2.04%)	Site Avg: 00:03:20 (9.08%)	Site Avg: 54.01% (-7.61%)	Site Avg: 48.12% (0.45%)

	Detail Level: <input type="button" value="City"/>	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	Chico	244	3.78	00:05:25	34.84%	39.34%
2.	Redding	72	2.81	00:02:27	55.56%	47.22%
3.	Truckee	31	1.45	00:00:03	3.23%	96.77%
4.	Sacramento	22	2.09	00:01:39	90.91%	72.73%
5.	San Francisco	19	3.63	00:04:14	78.95%	42.11%
6.	Weaverville	13	3.08	00:01:18	46.15%	38.46%
7.	Quincy	9	1.89	00:01:51	33.33%	77.78%
8.	Eureka	8	2.50	00:00:49	87.50%	25.00%
9.	Susanville	5	1.40	00:00:17	100.00%	80.00%
10.	Los Angeles	5	1.20	00:00:13	100.00%	80.00%



Xenu

Address	Status	Type	Size	Title	Date	Level	Out Links	In Links	Server	Error				
http://www.freewaremission.com/	ok	text/html	47634	Freeware Mission		0			Apache					
http://freewaremission.com/wp-content/themes/light/style.css	skip external					1		1						
http://www.freewaremission.com/feed/	pending			Entries <abbr title="Really Simple ...		1		1						
http://freewaremission.com/xmlrpc.php	skip external					1		1						
http://freewaremission.com/wp-content/themes/light/js/tabcontent.js	skip external					1		1						
http://freewaremission.com/xmlrpc.php?rsd	skip external					1		1						
http://freewaremission.com/wp-includes/wlwmanifest.xml	skip external					1		1						
http://freewaremission.com/wp-content/plugins/cforms/styling/cfo...	skip external					1		1						
http://freewaremission.com/wp-content/plugins/cforms/js/cforms.js	skip external					1		1						
http://www.freewaremission.com/best-freeware/	ok	text/html	38523	Best Freeware List Freeware Mission		1		11	Apache					
http://www.freewaremission.com/to-be-tested-list/	pending			<input type="checkbox"/> To Be Tested <input type="checkbox"/> List		1		11						
http://www.freewaremission.com/contact/	pending			Contact		1		11						
http://www.google.com/coop/cse/brand?form=cse-search-box&la...	skip external					1		11						
http://pagead2.googlesyndication.com/pagead/show_ads.js	skip external					1		11						
http://www.freewaremission.com/2008/12/alfadock-free-edition-199/	busy			AlfaClock Free Edition 1.99		1		11						
http://www.freewaremission.com/category/system-tools/	busy			system tools		1		11						
http://freewaremission.com/wp-content/uploads/2008/12/alfadock.jpg	skip external			<img class="size-medium wp-imag...		1		1						
http://www.alfasoftweb.com/alfadock/	skip external			www.alfasoftweb.com		1		1						
http://www.alfasoftweb.com/download/	skip external			<img class="alignnone size-mediu...		1		1						
http://freewaremission.com/wp-content/uploads/2008/11/download.gif	skip external					1		2						
http://freewaremission.com/wp-content/uploads/2008/11/crystal_...	skip external					1		2						
http://freewaremission.com/wp-content/uploads/2008/11/crystal_...	skip external					1		2						
http://freewaremission.com/wp-content/uploads/2008/11/crystal_...	skip external					1		2						
http://freewaremission.com/wp-content/uploads/2008/11/crystal_...	skip external					1		1						
http://freewaremission.com/wp-content/uploads/2008/11/crystal_...	skip external					1		2						
http://feeds.feedburner.com/blogspot/FXAu	skip external			full RSS feed		1		3						
http://www.addtoany.com/share_save?sitename=Freeware%20...	skip external			http://freewaremission.com/wp-content/plugins/add-to-any/share...	skip external			Share/Save/Bookmark		1		3		
http://www.freewaremission.com/tag/download/	pending			download		1		11						
http://www.freewaremission.com/tag/free/	pending			free		1		11						
http://www.freewaremission.com/tag/freeware/	ok	text/html	40738	Freeware Freeware Mission		1		19	Apache					
http://www.freewaremission.com/tag/review/	pending			review		1		19						
http://www.freewaremission.com/tag/software/	pending			software		1		19						
http://www.freewaremission.com/tag/system-tools/	busy			system tools		1		19						
http://www.freewaremission.com/tag/system-utilities/	pending			system utilities		1		19						
http://www.freewaremission.com/tag/test/	pending			test		1		19						
http://www.freewaremission.com/tag/tray-dock-replacement/	pending			tray dock replacement		1		1						
http://www.freewaremission.com/2008/11/color-cop-543/	ok	text/html	48569	Color Cop 5.4.3 review Freewar...		1	223	18	Apache					
http://www.freewaremission.com/category/photo-and-graphics/	ok	text/html	40543	Photo And Graphics Freeware Mission		1	207	18	Apache					
http://www.addtoany.com/share_save?sitename=Freeware%20...	skip external			http://www.freewaremission.com/tag/color-picker/	busy			color picker		1		3		
http://www.freewaremission.com/tag/photo-and-graphics/	busy			photo and graphics		1		3						
http://www.freewaremission.com/page/2/	busy	text/html		< Older Entries		1		1	Apache					
http://feedproxy.google.com/blogspot/FXAu	skip external			<img alt="" style="vertical-align:...		1		19						
http://www.feedburner.com/fb/images/pub/feed-icon32x32.png	skip external					1		19						
https://www.naval.com/en_GB/htm/htm_donate_SM_nif	skip external					1		19						

Ready

Threads: 26

257 of 430 URLs (59 %) done

Center for Economic Development
Creation and Website Management
www.cedcal.com or (530) 898-3851



Online Business

- Ebusiness
 - The business-to-business (B2B) group includes all applications intended to enable or improve relationships within firms and between two or more companies.
 - The business-to-consumer (B2C) group is a much newer area and largely equates to electronic retailing over the Internet. This category has expanded greatly in the late 1990s with the growth of public access to the Internet. The business-to-consumer category includes electronic shopping, information searching (e.g. railway timetables) but also interactive games delivered over the Internet. Popular items purchased via electronic retailing are airline tickets, books, computers, videotapes, and music CDs.
 - Consumer2Consumer (C2C) or as it is sometimes referred to Peer2Peer (P2P) exchanges involve all transactions between and among consumers.
 - Ebay, Craigslist



How To Sell Online



craigslist

post to classifieds
my account
help, faq, abuse, legal

search craigslist

for sale

event calendar

S	M	T	W	T	F	S
19	20	21	22	23	24	25
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16

haiti earthquake relief

avoid scams & fraud
personal safety tips
craigslist blog
craigslist factsheet
best-of-craigslist
craigslist (tv)
craigslist movie & dvd
craigslist foundation
system status
terms of use about
privacy help

chico

community

activities lost+found
artists musicians
childcare local news
general politics
groups rideshare
pets volunteers
events classes

personals

strictly platonic
women seek women
women seeking men
men seeking women
men seeking men
misc romance
casual encounters
missed connections
rants and raves

discussion forums

1099 gifts pets
apple haiku philos
arts health politic
atheist help psych
autos history queer
beauty housing recover
bikes jobs religion
celebs jokes rofo
comp kink science
crafts l.t.r. shop
diet legal spirit
divorce linux sports
dying loc pol t.v.
eco m4m tax
educ money testing
etiquet motocy transg

housing

apts / housing
rooms / shared
sublets / temporary
housing wanted
housing swap
vacation rentals
parking / storage
office / commercial
real estate for sale

for sale

appliances arts+crafts
antiques auto parts
barter baby+kids
bikes beauty+hlth
boats cars+trucks
books cds/dvd/vhs
business cell phones
computer clothes+acc
free collectibles
furniture electronics
general farm+garden
jewelry garage sale
materials household
rvs motorcycles
sporting music instr
tickets photo+video
tools toys+games
wanted video gaming

services

beauty automotive
creative farm+garden
computer household
cycle labor/move

jobs

accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
food / bev / hosp
general labor
government
human resources
internet engineers
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev
salon / spa / fitness
security
skilled trade / craft
software / qa / dba
systems / network
technical support
transport
tv / film / video
web / info design
writing / editing
[ETC]
[part-time]

gigs

crowd... computer

nearby cl

chico
fresno
gold country
hanford
humboldt
klamath falls
medford
mendocino co
merced
modesto
monterey
redding
reno
roseburg
sacramento
sf bay area
siskiyou co
stockton
susanville
yuba-sutter

us cities

us states

canada

cl worldwide



How To Sell Online

Center for Economic Development CED

SEARCH Go

» The In's and Out's of Internet Marketing Seminar

Reason to shop from us!



Like most regions, the Northern California economy is feeling the pinch from the housing slump and the resulting credit crunch. The Center for Economic Development (CED) at CSU, Chico is committed to helping communities prepare and plan through these challenging times. CEDs goal is to help communities and businesses in such areas as planning, community development, employment generation, natural resource management, workforce development, alternative energy, and leadership training through high-value low-cost products and services. Through our efforts, we hope to promote empowerment and increase expertise among Northern California residents. With these goals in mind, it is the philosophy of the CED to:

To provide the highest quality economic development assistance to the communities of Northern California.

To respect the individuality of each person and the communities in which they live.

To promote the transfer of information and knowledge from the university and other sources to economic development and planning practitioners, as well as the general public.

To establish and foster partnerships between workforce development entities, community and vocational colleges, policy makers, communities, and all organizations that are in support of assisting growth in Northern California.

In addition, the CED has become the recipient of a grant from the Small Business Development Administration (SBA) to be the lead Small Business Development Center (SBDC) for the Sacramento region's network of five local SBDC's. The lead SBDC provides services to strengthen the small business community network and promote economic growth within the twenty-three county service region in Northern California. The lead SBDC and five SBDC's provide counseling and training to all small business populations.

» 2010 Shasta/Trinity County Economic and Demographic Workshop

» 2010 Siskiyou County Economic and Demographic Workshop

» 2010 Tehama County Economic and Demographic Workshop

» 2010 Glenn County Economic and Demographic Workshop

» 2010 Butte County Economic and Demographic Workshop

» 2010 Yuba/Sutter County Economic and Demographic Workshop

Center for Economic Development CED

SEARCH Go

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» 2010 Shasta/Trinity County Economic and Demographic Workshop

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» 2010 Tehama County Economic and Demographic Workshop

» 2010 Glenn County Economic and Demographic Workshop



The In's and Out's of Internet Marketing Seminar

Item# Internet-Marketing-Seminar

\$10.00

Add to cart >>

Product Description

This seminar will provide concrete and practical advice on how to use the Internet to market your business effectively. You will gain valuable insight into the basics of computer security, best practices of creating and maintaining your organization's Web site, and how to integrate social media into your plan to maximize your marketing success.

Tuesday, September 28th

12:30pm - 3 pm

\$10 per person

Butte College - Glenn Center 604 E Walker Street - Room 104, Orland, CA 95963

Center for Economic Development
Creation and Website Management
www.cedcal.com or (530) 898-3851



Security

- Make sure all applications are patched and up to date
- Limit access on who updates site
- Consequences
 - Unauthorized access
 - Corrupt your data
 - Customers redirected to malicious site