



UNIVERSITY of HOUSTON
SMALL BUSINESS DEVELOPMENT CENTER

Search Engine Marketing Adding Functionality to your Web Site

Presented by:

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Class begins at 7:00 pm and ends at 9:00 pm.

**(Materials used in the class presentation will be available for download from
http://www.small-business-consultants.net/small_business_resource/Internet_marketing_clinic.htm)**



Adding Functionality to your Web Site

- Techniques illustrated are examples.
- Other approaches may also be feasible.
- MS FrontPage & Outlook Express are used to illustrate concepts due to their general accessibility.
- Other software products may be used to illustrate concepts, but that does not constitute an endorsement of any of the products.



add a form

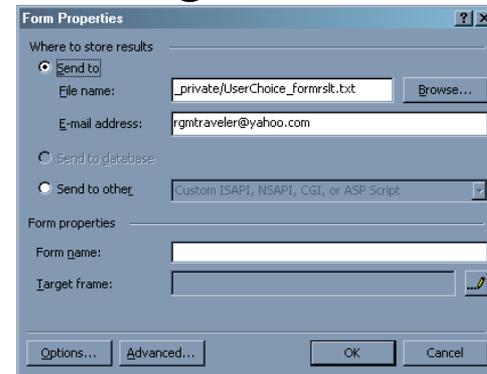
- Start a new page using the “File” command.
- Select the “Form Page Wizard” from the Page Templates section.
- Make choices from options offered by Wizard.
 - Questions
 - Question format
 - Output
- Modify completed form to conform to site standards.

... continued



add a form (continued)

- Save and test form on the web.
- Open and show form results.
- Open Form Properties and make changes to selections.
 - Output format.
 - Email results
 - Date & other information options.
 - ... Etc.

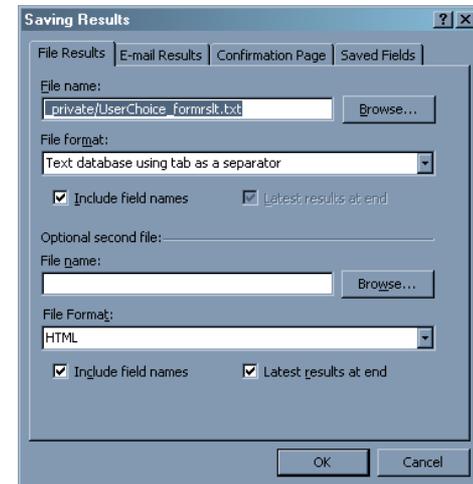


... continued



add a form (continued)

- Modify Form Properties as desired.
- Save form & return to live web.
- Refresh form page & re-enter info.
- Check results.
 - Pick up e-mail.
 - Open Excel.
 - Import data.
 - Review field name behavior, handling of text file, etc.





capture an email address

- Email was captured in the previous example.
- For just an e-mail entry, use a “single field” form.
- A form can be inserted into other pages as “Include pages”.



autorespond to messages

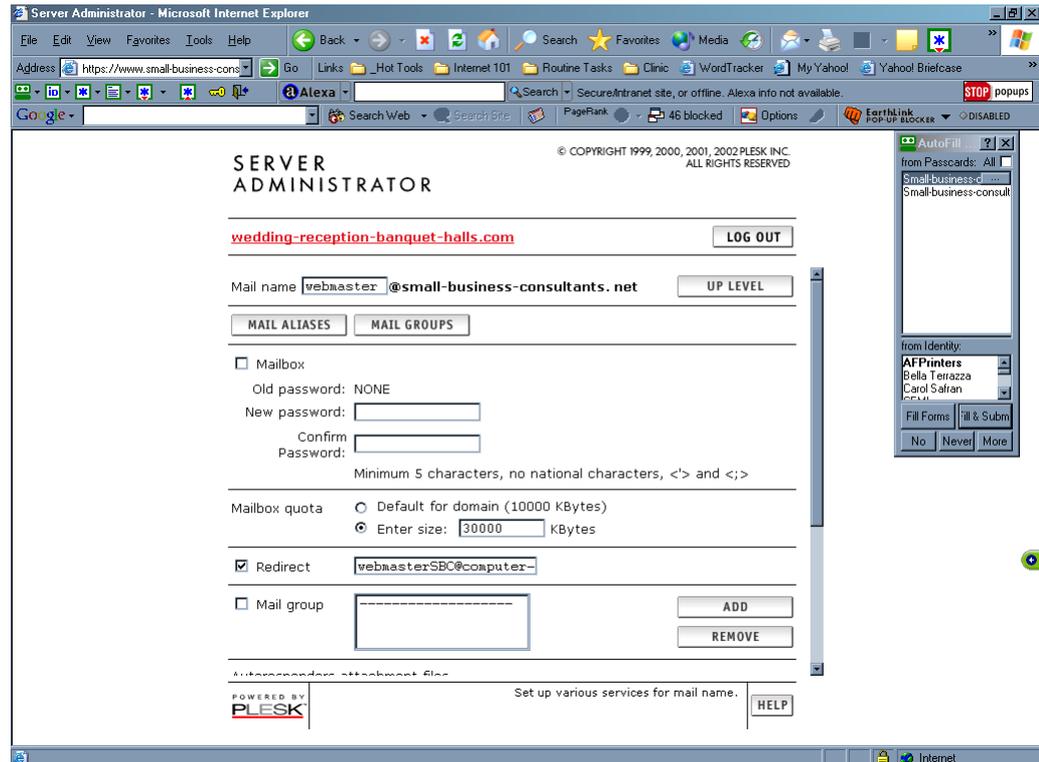
- Varies with different system configurations.
- Eudora supports replies in the Filter mechanism.
- Outlook Express doesn't provide ability within Message Rules.
- Server-based control panel usually provides capability.
- Illustrate setup using ACTWD control panel.

... continued



autorespond (continued)

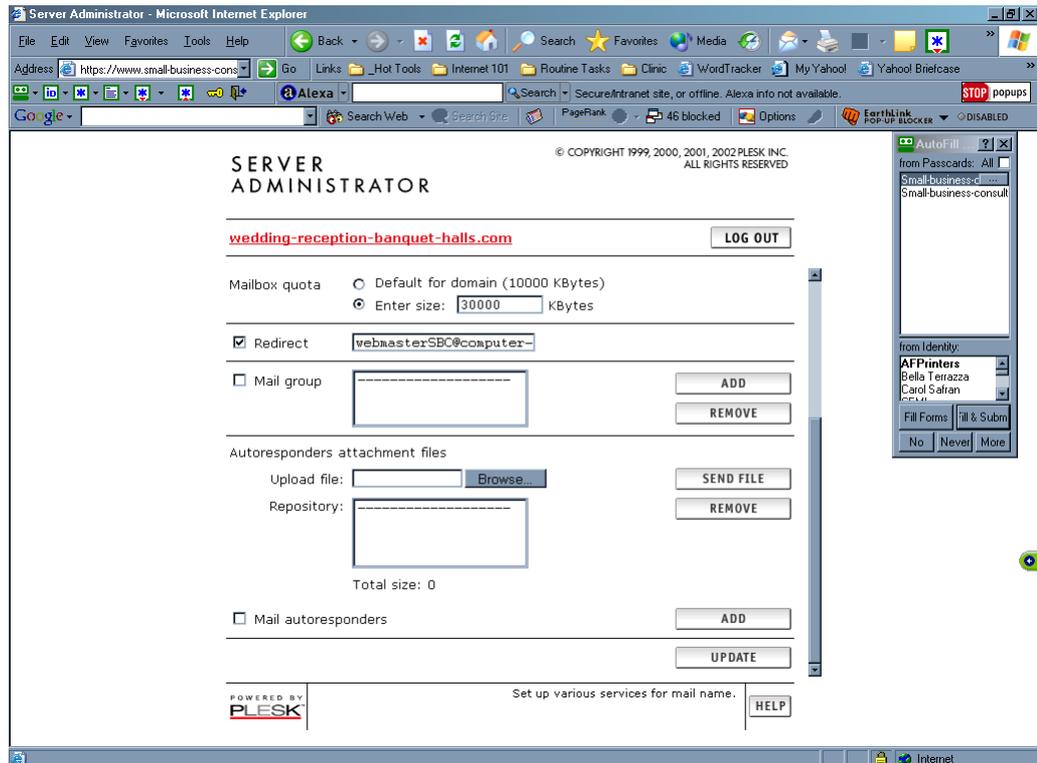
- Control panel used by ACTWD



... continued

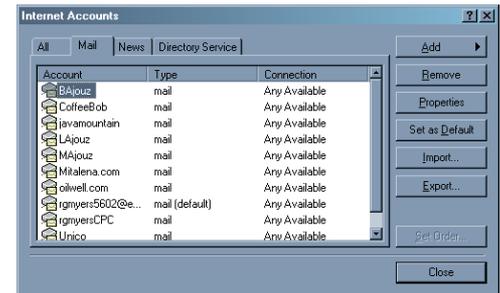
autorespond (continued)

- Note options to specify response parameters.



set-up multiple email accounts

- Open Outlook Express, select “Tools”, “Accounts”.
- Go to “Mail” tab and “Add” accounts.
- Define properties for each account.
 - Incoming mail server may vary with account.
 - Outgoing mail server determined by Internet access point.





set-up a forum

- Select “File”, “New”, “Web Template”.
- Choose the “Discussion Web Wizard”.
- Follow instructions to make choices to configure forum.



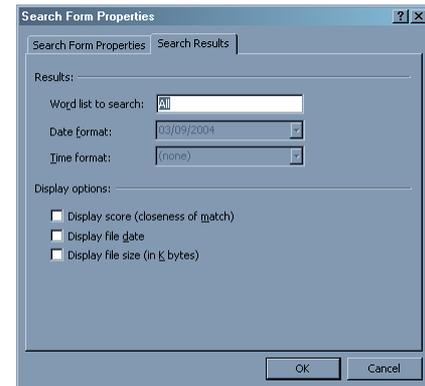
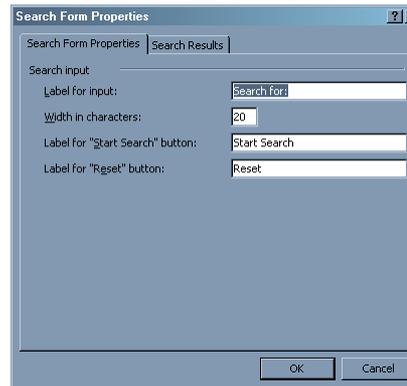
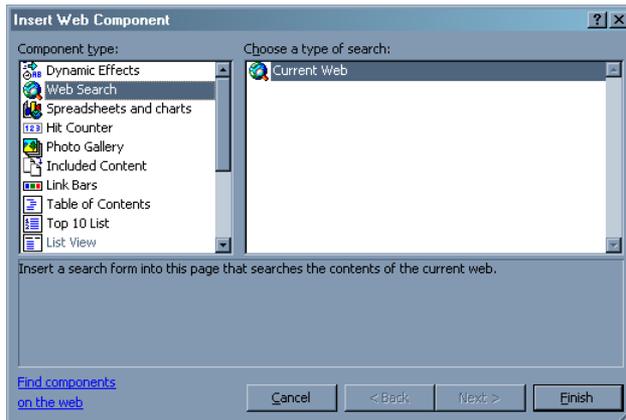
set-up an internal search feature

- Google offers free tool.
 - Go to Google “Site Map” (under “Services & Tools”).
 - Locate “Customizable Google Free” (under “Search Solutions”)
 - <http://www.google.com/services/free.html>
 - Select search tools desired, follow registration & installation instructions on site.
- Another approach available from Freefind.
 - <http://www.freefind.com/>

... continued

internal search (continued)

- MS FrontPage also provides web search capability:
 - Insert Web Component, Web Search.





select a statistics package

- Log file analyzers vs. Real time stats.
- Log file analyzers selected by web host.
 - Picking your host defines your choices.
 - Space options define your data availability.
- Real time stats can be purchased independently.
- Illustrate alternatives:
 - <http://www.medical-supplies-equipment-company.com/webstats/>
 - <http://www.oilwell.com/report/weblog.htm>
 - <http://www.hitslink.com/webposition/?affid=>
 - <http://stats.texmextogo.com/>



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bulk mail to your customers



Adding Functionality to your Web Site

- End of presentation
- Questions?