

# Search Engine Marketing Adding Functionality to your Web Site

Presented by:

**Dick Myers** 

March 15, 2004

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)

IntroSEO\_UHSBDC



# 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.



# 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.





# 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.

Gaving Resul	ts		?		
File Results	E-mail Results	Confirmation Page	Saved Fields		
Eile name:					
private/Use	rChoice_formrs	lt.t×t	Browse		
File for <u>m</u> at:					
Text database using tab as a separator					
✓ Include field names					
Optional seco	nd file:				
File <u>n</u> ame:					
			Bro <u>w</u> se		
File Forma <u>t</u> :					
HTML			•		
🔽 In <u>c</u> lude	field names	🔽 Latest <u>r</u> esu	ilts at end		
		OK	Cancel		



# 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.



### autorespond (continued)

 Control panel used by ACTWD

Server Administrator - Microsoft Internet Explorer	
Elle Edit View Favorites Iools Help 🛛 😋 Back + 📀 - 💌 🗟 🔥 🔎 Search 👷 Favorites 👀 Media 🚱 🍰	• 💩 🗉 • 🔜 💌 🥂 🦓
Address 🖉 https://www.small-business-cons 🝸 🔁 Go 🛛 Links 🚞 _Hot Tools 🚞 Internet 101 🛅 Routine Tasks 🛅 Clinic 🧃 WordTracker 👰 I	My Yahoo! 🧉 Yahoo! Briefcase 🛛 🎽 🎽
🔛 🛛 📩 🔹 🗮 🔹 🙀 🔹 🙀 😅 💵 🔞 Alexa 🔹	available. STOP popups
Google - 💽 🍪 Search Web - 🗨 Search Site 🛛 🕉 🛛 PageBank 🌒 - 🖶 46 blocked 🛛 🔩 Options	EarthLink POP-UP BLOCKER  ODISABLED
© COPYRIGHT 1999, 2000, 2001, 2002 PLESK INC. A D M I N I S T R A T O R	From Passcards: All Small-business d Small-business-consult
wedding-reception-banquet-halls.com	
Mail name webmaster @small-business-consultants.net UP LEVEL	-
MAIL ALIASES MAIL GROUPS	from Identity:
Mailbox	AFPrinters Bella Terrazza
Old password: NONE	Carol Safran
New password:	Fill Forms Fill & Subm
Confirm Password:	No Never More
Minimum 5 characters, no national characters, <'> and <;>	
Mailbox quota C Default for domain (10000 KBytes) © Enter size: 30000 KBytes	1
Redirect WebmasterSBC@computer-	•
Mail group  ADD  REMOVE	
Automonondore attachment filos	•
POWERED BY Set up various services for mail name.	
	🔒 🥥 Internet
12-1	



### autorespond (continued)

 Note options to specify response parameters.

🚰 Server Administrator - Microsoft Inte	ernet Explorer	×
<u>File E</u> dit <u>V</u> iew F <u>a</u> vorites <u>T</u> ools <u>F</u>	delp 🛛 🚱 Back + 🛞 - 💌 😰 🔥 🔎 Search 🤺 Favorites 🐠 Media 🔗 🛸 🌲 🔳 - 🛄 🐺 🤍 👭	,
Address 🥘 https://www.small-business-cor	ns 🝸 🛃 Go 🛛 Links 🛅 _Hot Tools 📄 Internet 101 🛅 Routine Tasks 📄 Clinic 🧃 Word Tracker 📓 My Yahoo! 💣 Yahoo! Briefcase	»
🔛 - in - 🕷 - 📰 - 💐 - 🕱 🕬	📭 🔞 Alexa 👻	IS
Google -	🝸 🍪 Search Web 👻 🗨 Gearch Gite 🛛 😻 🛛 PagePlank 🌑 🗸 🔁 46 blocked 🛛 🔁 Options 🥒 🏼 🎯 EarthLink	
	SERVER ADMINISTRATOR	
	wedding-reception-banquet-halls.com	
	Mailbox quota O Default for domain (10000 KBytes) © Enter size: 30000 KBytes	
-	Redirect vebmasterSBO@computer-	
	☐ Mail group	
	Autoresponders attachment files	
	Upload file: SEND FILE	
	Repository: REMOVE	0
	Mail autoresponders	
	UPDATE	
-	POWERED BY Set up various services for mail name.	
é)	🚔 🐲 Internet	

IntroSEO\_UHSBDC



# set-up multiple email accounts

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

Internet Accounts								
	All Mail News	Directory Service	1	<u>A</u> dd				
	Account	Туре	Connection	Bemove				
	Rejouz	mail	Any Available					
	CoffeeBob	mail	Any Available	Properties				
	n 🛱 javamountain	mail	Any Available	Set as Default				
	R LAjouz	mail	Any Available	Set as Deraut				
	MAjouz	mail	Any Available	Import				
	R Mitalena.com	mail	Any Available					
	Railwell.com	mail	Any Available	Export				
	rgmyers5602@e	mail (default)	Any Available					
	R rgmyersCPC	mail	Any Available					
	Unico	mail	Anv Available 🔄 🖃	Set Order				
				Close				



# 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.
  - <u>http://www.freefind.com/</u>



### 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:
  - <u>http://www.medical-supplies-equipment-company.com/webstats/</u>
    <u>http://www.oilwell.com/report/weblog.htm</u>
  - http://www.hitslink.com/webposition/?affid=
  - <u>http://stats.texmextogo.com/</u>



# bulk mail to your customers



# Adding Functionality to your Web Site

- End of presentation
- Questions?

IntroSEO\_UHSBDC