Your Web Presence:
A Primer for Authors.

Presented by:
Sami Mikhail
Hakuna Matata Web
November 7th 2009

Your Web Presence

- Why a Web Presence?

- Components of your Web Presence

- Setting up the components

- Tying them together

- The care and feeding of your Web Presence

What we <u>won't</u> talk about.

- **<u>Critically</u>** important topics we will not cover:
  - Marketing
  - Marketing campaigns
  - Newsletters
  - Ad Words
  - Scams

Why a Web Presence

- Cheap, relatively painless marketing
- Investment in your career
- Promote your Author Persona
- Build a following
- Fame and fortune

Components of your web presence

- Your Web Presence is made up of three components
  - Your Web Site
  - Social Networking
    - Facebook
    - Twitter
    - Forums
  - Blogging

HAKUNA MATATA WEB

The Web, No Problems.

Site URL in Statuses
FB Page link from Site
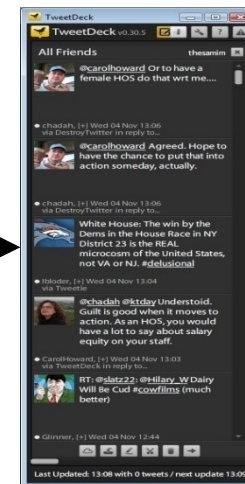
Site URL in Posts
Permalinks from Site to Posts

Facebook

Web Site

Blog

Site URL in Tweets
Tweet Widget from Site

Twitter

Common Objections

- Web Site Objections
  - Too "Hard"
  - Privacy/Security
  - Time drain
- Social Networking Objections
  - Too "Hard"
  - "Don't want to live in a fishbowl."
  - Time Drain

Common Objections (ctd.)

- Blogging
  - Too "Hard"
  - Nothing interesting to say
  - Time Drain

Your Web Site

- The Web Site is the center of your Web Presence

  - Rented space on the World Wide Web

  - Tells the world the 5 Ws

  - A living ad for your work

  - Must be aimed at a target audience

  - Must be memorable AND informative

  - Must be Sticky

  - It's not much good if nobody can find it.

Social Networking

- Social Networking is your friend
  - Facebook, Twitter, etc...
  - It's all about making connections. Hence "Networking"...
  - Great way to get the word out about your Web Site
  - Great way to drive traffic to your Web Site
  - Great way to get the pulse of your target audience

Blogging

- A Blog (Web Log) is your pulpit
    - Tell the world what you think
    - Tell the world how great you are
    - Provide actual content
    - Tell the world to go visit your site

Setting up your Web Site

- Keep your audience firmly in mind

- Find sites that cater to that audience

- Decide:

  - Budget (Money and Time)

  - Do it yourself Hosting

  - Hosting with a Content Management System

  - Full service hosting

12

Setting up your Web Site (ctd.)

- Key Hosting Questions
  - Adequate space and bandwidth ?
  - Site creation and maintenance tools?
  - Support availability?
  - What is the design process?
  - What is the approval process?
  - Content ownership?
  - Disaster recovery plan?

The Web, No Problems.

Setting up your Web Site (ctd.)

- Execution
  - Make a plan
  - Set a deadline
  - Meet that deadline
  - **Remember:** Web Sites are not cast in concrete.

Setting up your Web Site (ctd.)

- Key Elements of a good Web Site

  - Book Purchase Links!!

  - Easy Navigation

  - Logical Presentation

  - Maintainability

  - EDIT!!

  - Contact page

    – Spam protection

Setting up your Web Site (ctd.)

- Key Elements of a good Web Site (ctd.)
  - Balance of information/page
  - Search Engine Optimized
    - Keywords
    - Page Titles
    - Relevance
    - Links
    - Careful who tries to sell you a program

16

Setting up your Web Site (ctd.)

- Good things to have
  - Feedback page
  - Community building
  - Frequently Asked Questions (FAQ)
- Other things to consider
  - Get your URL in your email signature
  - Be proactive in getting the word out
  - Publisher link and vice-versa
  - Use the Email from your web site.

17

Setting up Facebook

- Sign up for an account

- Invite a bunch of friends

- Start a fan page

- Start a fan group

- Post frequently!

Setting up Facebook (ctd.)

- Key elements of good Facebook presence

  - Update frequently but relevantly

  - Resist the "games" urge

  - Provide "added value" for your "friends"

  - DO point to your Web Site frequently, but DON'T overdo it.

Setting up a Blog

- Decide on hosting

  - Self hosted

  - http://wordpress.com

  - http://www.blogger.com/

  - http://posterous.com/

- Set up an account

- Blog!

The Web, No Problems.

Setting up a Blog

- Key Elements of a good Blog

  - Relevance

  - Frequency

  - Added Value

  - Toot your own horn, but toot other's horns as well.

Setting up Twitter

- Sign up for an account

- Follow and be followed

- Keep up with Twitter

- Tweet and ReTweet

- Hash Tags

Setting up twitter (ctd.)

- Key elements of a good Twitter presence
  - Do go the extra mile to build a following but do NOT use any automated systems.
  - Relevance
  - Frequency
  - Added Value
  - Avoid mundane/innane tweets

23
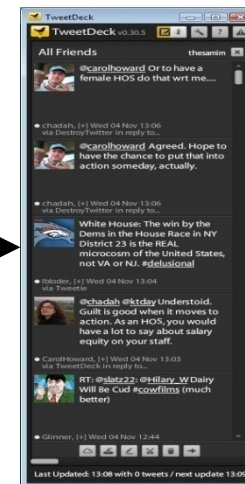
The Web, No Problems.

Tying it all together

- Your Web Site is the hub

- All components point back to the hub and vise-versa

- Drive your audience to your Web Site

- Posterous is your friend

The care and feeding of your Web Presence

- Continuous activity

- Relevance

- Timeliness

- Consistency

- It's a fish bowl. A permanent one!

- Monitoring

  - Analytics Tools

- **It IS your brand!**