



The Digital Guy

presents:

Put the Web to Work For You!

Bruce Nazarian, The Digital Guy
Macworld SFO - Jan 29, 2011



Welcome!

- Glad you're here - thanks for coming
- Please put cel phones and pagers on "stun"





Agenda

- we have 75 minutes together, so I'll cover:
- Why you simply *MUST* be on the Web today
- 5 things you *MUST HAVE* in a Web Presence
- How to get a *good* FREE EMAIL account!
- How to get a *good* FREE WEBSITE account!
- Web extras: - stores, chat, SMS, Mobile sites!
- and a nice QnA at the end! ;-)



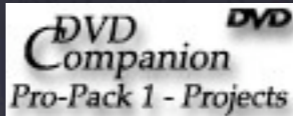
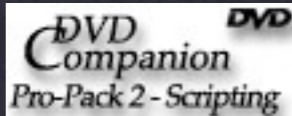
About Me, “The Digital Guy”

- Bruce Nazarian - CEO, DMCGI
- Award-winning DVD Author...
- Author “Fast Path”... “Complete Guide...”
- Pres., IDMA (Int’l Digital Media Alliance)
- Web designer since 1996
- Webmaster: www.TheDigitalGuy.com
- Webmaster: www.IDMAAdvda.org
- email : gnome@dmcgi.com





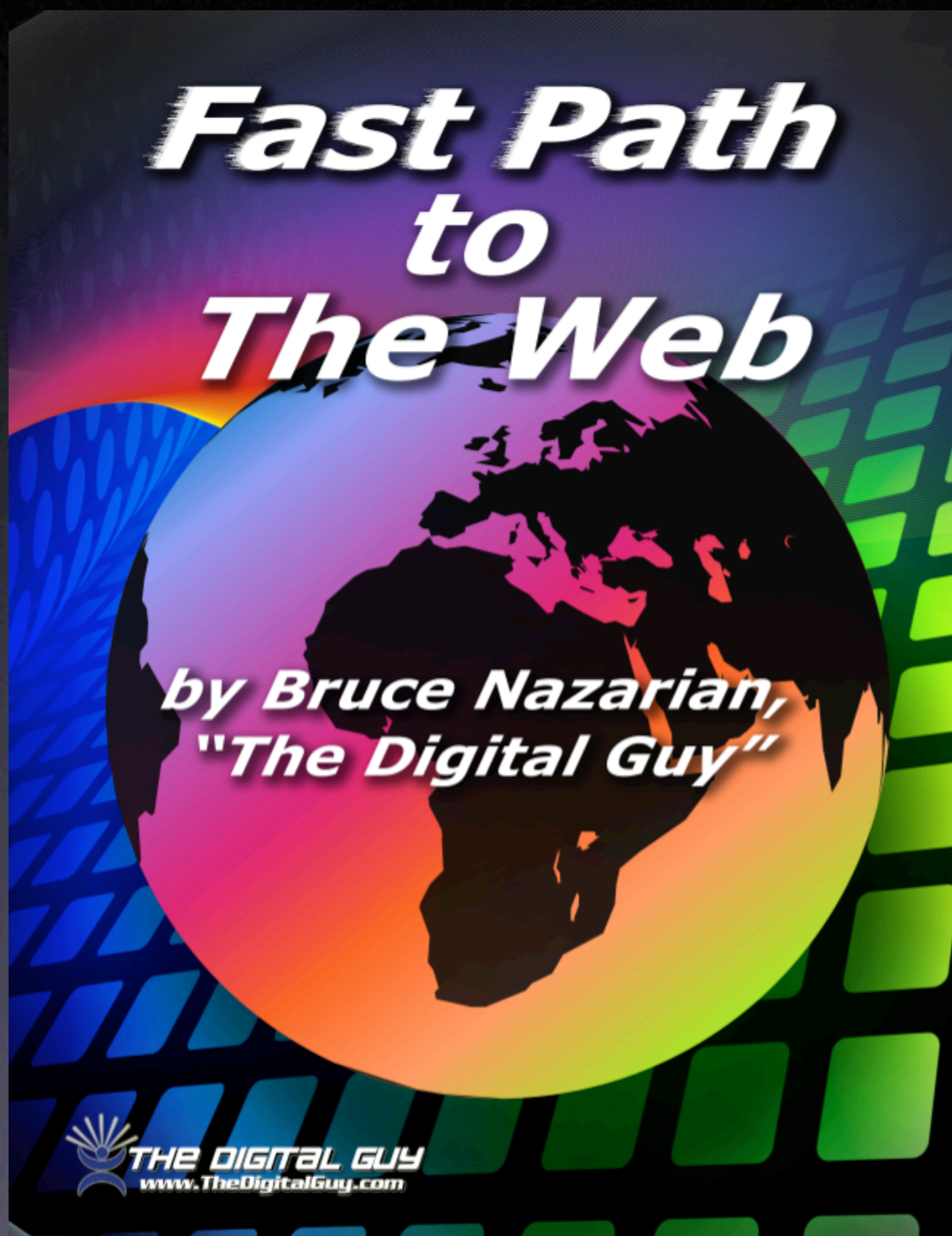
About TheDigitalGuy.com

- *“an online community devoted to evangelism and training for Digital Media, DVD, BD. Tools, info, news and consulting services for authors.”*
- News, help, information...
- Pro-Pack authoring tools -  
- Special DSP4 resources and book chapters
- Forum, Articles, free email group!
- Hundreds of resources: projects, scripting
- Individual project downloads





and now... let's



Put the Web to
Work
For You!



You **MUST** be on the web

- The Internet has changed **EVERYTHING**
- People look to the web for **ANYTHING**
- Radio, Papers, TV ads all cost a **LOT** - the **WEB** is how you connect at little or **NO** cost!
- If you are not on the web, you are missing out on the **greatest free marketing bonanza in our lifetimes!**
- It's **VERY** easy to harness the web today.



6 “must-tell” info points:

- Important info you **MUST** convey:
- **WHO** (who are you?)
- **WHAT** (what do you do?)
- **WHERE** (where are you located?)
- **WHY** (why should people choose you?)
- **WHEN** (when are you open/available?)
- **HOW** (how do people contact you?)



5 “must-have” web items

- A **domain name!** “yourcompany.com”
- **Email!** your.name@YourCompany.com
- A **website!** “www.YourCompany.com”
- **Information** about what you do!
- A **PHONE** number for people to call
- Retail? **get a map!** Google, Mapquest, Yahoo



About Domain Names

- Most dot COM domains are \$10.00 / yr
- There are freebies domains around, *IF* you buy a hosting package (*but be careful*)
- To buy a domain name, use a domain registrar
- Many people use GoDaddy.com but there are **MANY** others around!
- Do **NOT** pay for add-on extras, unless they are useful, and you **NEED** them (traffic, listings, etc)



FREE Email Accounts

- Google's Gmail - 7GB FREE email account!
- [Your.Name@gmail.com](#)
- simple free online application
- How to read/send? Mac Mail Clients:
 - Mac Mail
 - Thunderbird
 - Mail on your smartphone
 - Web mail on browser



FREE Website!

- Google Sites!
- Easy to build - no special software
- Easy to edit online
- Easy to link to YOUR domain name
- Includes simple editors, image embedding, other advanced features.
- Best of all - **IT'S TOTALLY FREE!**



Websites

- A website costs almost NOTHING to create these days, although a site with simple e-commerce capability may cost a bit more.
- Elaborate websites are not needed - what is needed is clarity, simplicity, and speed.
- Hosting for website as low as \$4/month!!!
- Video, audio, file hosting very simple to do.
- Downloads are a viable commercial proposal if your website has the right software.



5 web “add-on” extras

- a BLOG (weblog)
- Instant Messaging: iChat, AIM, Skype, others
- (need a webcam if you want to use video chat)
- Social Media: Facebook (not MySpace)
- A smartphone App (or mobile website)
- an iTunes Podcast or a YouTube video channel



I -a BLOG can connect

- A Blog is a very fast way to begin an online presence
- A way to communicate with the world
- FREE blogs can be created at Wordpress.com
- In order to build YOUR own domain name presence, you may wish to upgrade to a private domain (\$17/yr) - without that, you will remain as **myblog.wordpress.com**



2-Chat capability

- Instant Messaging: iChat, AOL Instant Messenger (AIM), Skype, and others give you the ability to connect or be connected to immediately
- A webcam can give you video chat capability
- iChat, Skype give you video chat capability
- iChat, Skype have file send / receive capability
- Other apps, like TeamViewer, offer more...
- You should also know about SMS testing...



2-SMS Text

- An SMS Text-able phone and phone number are indispensable for business connectivity today
- iPhones include a built-in SMS message tool
- Newer iPhones (4) include FaceTime - realtime two-way video chatting!
- In addition to SMS texting, an iPhone can connect to your business and personal email, and address book.



3-Social Media Tools

- Social Media: **Facebook** (not MySpace), **Twitter**, and a host of other social tools give you a way to reach **MANY** eyeballs!
- Facebook is **FREE**, and gives you an ability to connect with many customers and potential customers, and promote your business
- Use Social Media **CAREFULLY** - spamming people's walls with overt sales pitches will **NOT** make you many "friends"
- Twitter is good for short timely blast messages



3-Social Media Tools

- **Facebook** offers FREE pages for your business or affinity group
- 500 million Facebook subscribers give you a potentially HUGE pool of new viewers, readers or customers
- Guard your personal information carefully, but publish ALL the important information on your business or group page.
- Facebook offers ads as well.



4-An app for YOU?

- A smartphone App may well increase your ability to reach an audience
- Apps need not be costly - (Yapper)
- You can also grab mobile users by optimizing part of your website for mobile users.
- Many programs today offer mobile-aware templates
- You can simulate an App with your website (demo TheDigitalGuy.mobi)



5-Podcasts and Videos

- If information is your game, there NO better place to start than by making a Podcast!
- Easy to do, with Mac tools like GarageBand
- Audio podcasts merely require the ability to speak, and a good microphone
- Video Podcasts allow your face or visuals to become part of the message
- Publish easily with iWeb and MobileMe (.mac)
- Lots of options! Be Creative



Wrapup

- Internet presence is **mandatory** these days
- A starter web presence and email are easy!
- Email accounts and Websites are available FREE!
- Publishing **your business info** is the key
- The market is accessible, and easy to get to
- You don't have to mortgage your home to be on the web!



Thanks for attending!

- I'll be available afterwards if you want to chat about how to harness the web...
- Visit www.TheDigitalGuy.COM for more information about digital media, DVD, Blu-ray Disc, and other related topics.
- Visit www.TheDigitalGuy.NET to see how your podcast can come to life on the web
- Visit www.TheDigitalGuy.MOBI



“Fast Path to The Web”

Fast Path to The Web

*by Bruce Nazarian,
"The Digital Guy"*

 **THE DIGITAL GUY**
www.TheDigitalGuy.com

- **Covers ALL WEB presence topics:**
 - **Domain Name**
 - **Blogs**
 - **Email**
 - **Websites**
 - **Facebook / Twitter**
 - **Web Extras SMS/Chat/**
- **PDF e-book - easily downloadable**
- **Priced right - \$14.95**
- **Indispensible information**
- **Coming soon: Amazon print-on-demand**
- **Available soon: www.TheDigitalGuy.com**



“Fast Path...” review



"Bruce Nazarian nails Blu-ray for the majority of people: people who need to get a disc out to customers or producers without spending a lifetime learning. Instead, a lifetime of learning by The Digital Guy has been summarized into an easy-to-follow fast-path to getting the outcome. Better still, he's priced it so it's a no-brainer decision to buy."

**Philip Hodgetts,
President, Intelligent Assistance**



Want more info?

- It's online, of course:
- www.TheDigitalGuy.com (news, help, stuff)
- www.Google.com < look for Google Sites
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