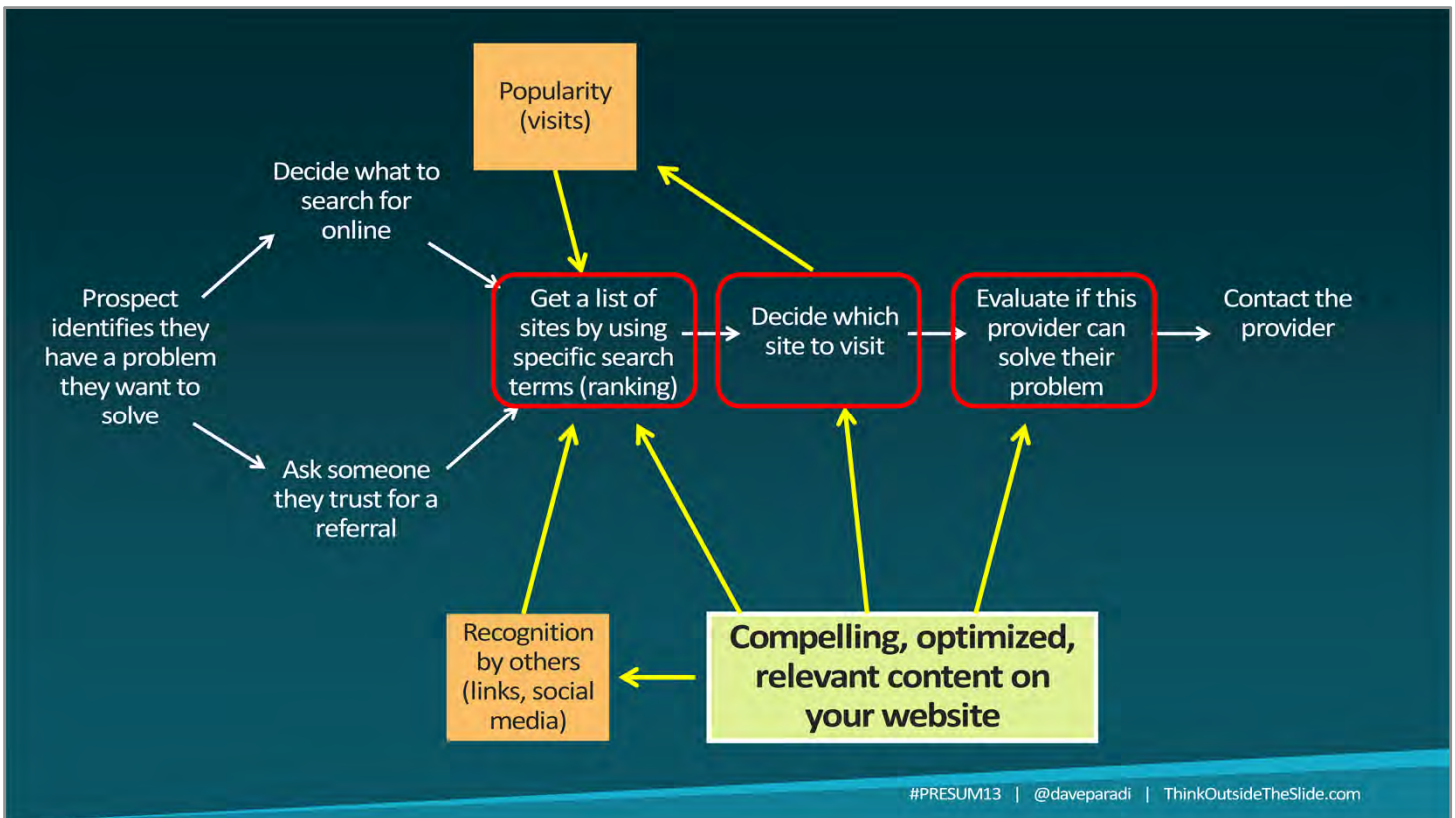


The
PRESENTATION
SUMMIT

Creating Your Online Presence

Dave Paradi

#PRESUM13 | @daveparadi | ThinkOutsideTheSlide.com



First from prospect viewpoint - left to right

Three areas where your website plays a key role (red rectangles)

Most important factor is content on your site

When you have great content, others recognize it with links to your site and mentions in social media; this improves your ranking

Since the search engines index your content, that contributes to ranking

What a prospect sees in the search results is driven by your content

When they visit your site from a search, that gets tracked and more visitors improves your search ranking

When they are on your site, they use the content to decide whether to contact you

You can see how a very large part of the results you get are determined by the content of your website, which is where we want to focus today

Agenda

Evaluating your current state

Identifying your ideal client

Getting found on the web

Convincing prospects to visit & contact you

Doing all this without spending all day doing it

#PRESUM13 | @daveparadi | ThinkOutsideTheSlide.com

Going to be doing demos

Intro who you are, what you hope to get out of this

Happy to look at your sites if you allow me to

Ask questions any time

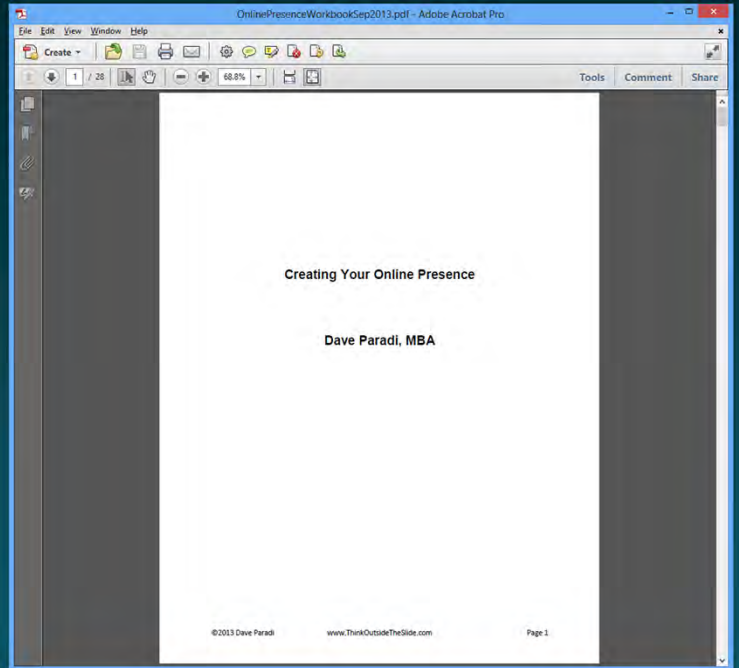
Downloadable workbook

Almost everything we will cover today

Screen shots of examples

Space for notes/answers in each section

Make a prioritized action list after the workshop



#PRESUM13 | @daveparadi | ThinkOutsideTheSlide.com

Current state

What percentage of your clients currently find you first on the web?

Do clients check you out online before they contact you?

How do you know how well your online presence is working?

How do you compare to other practices in your area?

What social media sites are you listed on? What ones should you be listed on?

Should you follow every new social media trend/site in the news?

How much time/\$ are you willing to spend on your online presence?

Do you have teenagers/technical friends who can help you?

#PRESUM13 | @daveparadi | ThinkOutsideTheSlide.com

Refer to workbook details

Identifying your ideal client

Who are they?

- What industry are they in?
- Where do they live?
- What job do they have (role, position, title)?

What problem do they have?

- What situation are they facing?
- What problem are they looking to solve?
- What terms/phrases would they use to search for a solution?
- What proof can you offer that you can solve their problem?

#PRESUM13 | @daveparadi | ThinkOutsideTheSlide.com

Getting found on the web

Only focus on Google, Bing & Yahoo

Elements of your site that help ranking:

- Page Title

- Page Description

- Keywords

- H1 tag

- Page content

#PRESUM13 | @daveparadi | ThinkOutsideTheSlide.com

Refer to workbook

Drop out to do demos from workbook:

Search

Five elements

Social Media is not a “magic bullet”

Decide which sites makes sense for your business

Business oriented vs. Social oriented

Are prospective clients using it for business purposes?

Are competitors there?

Primary sites: you will regularly update

Static sites: set up a profile that points to your website

Decide what schedule you can commit to

#PRESUM13 | @daveparadi | ThinkOutsideTheSlide.com

Convincing a prospect to select your site or contact you

Make the site easy to navigate

Clearly show you solve certain problems

Be clear about what you do & don't do, and who you work best with

Explain how you are different from other choices

Overwhelm them with great, useful content

Use video to help connect with them

#PRESUM13 | @daveparadi | ThinkOutsideTheSlide.com

Refer to workbook from here on for additional info

Start your site with a plan

PowerPoint Video Tutorials	Training Videos	Slide Content Resources	Documents	Live Access
<p>Selecting and Setting slide layouts to save time when re-using slides</p> <p>Quick selection techniques (done)</p> <p>Advanced text formatting for text boxes and shapes (done)</p> <p>Creating a table of numbers (done; from Rhonda webinar)</p> <p>Creating a Gantt chart driven by data (done)</p> <p>Making text easily seen on a picture background (done)</p> <p>Making important data on a graph stand out (done)</p>	<p>Monthly Makeover videos</p> <p>Monthly webinar video for free</p> <p>Archived live monthly sessions</p>	<p>Content templates (in PPT format): Calendar, Equation Diagrams, Linear Process, Venn Diagrams</p> <p>Sites for images/photos (free and paid)</p> <p>Sites for pre-made visuals (ones from workshop, link to Office.com ones)</p> <p>Article on how to create your own visuals "swipe file" based on IAAP ideas</p>	<p>Word, JPG, & PDF documents for: planning a presentation, planning a slide</p> <p>E-books: one file (add watermark to indicate it came from site?)</p> <p>Updated Quick Reference Guides (watermark as well?)</p>	<p>Schedule of upcoming sessions and registration for each</p> <p>Form to enter Question for me to answer on next session</p>

#PRESUM13 | @daveparadi | ThinkOutsideTheSlide.com

Select a tool that is easy to use (Wordpress)

The screenshot displays the WordPress admin interface. The top navigation bar includes the site name 'Think Outside The Slide', user name 'Howdy, ns1admin', and various utility links. The left sidebar contains a menu with categories like Dashboard, Jetpack, All in One SEO, Posts, Media, Links, Pages, Formidable, Comments (2), Feedbacks, Forms, Appearance, Plugins (7), Users, Tools, and Settings. The main content area is titled 'Posts' and shows a list of posts with columns for Title, Author, Categories, Tags, and Date. The posts listed include:

Title	Author	Categories	Tags	Date
<input type="checkbox"/> The grammar of text on slides; Issue #293 August 20, 2013	ns1admin	Articles, Latest Information, Newsletter Archives, Text, Data & Graphs	2013	2013/08/20 Published
<input type="checkbox"/> Presentation Xpert Newsletter August 15, 2013	ns1admin	Media Appearances	—	2013/08/15 Published
<input type="checkbox"/> Should you switch to 16:9 slides?; Issue #292 August 6, 2013	ns1admin	Articles, General PowerPoint Articles, Latest Information, Newsletter Archives, Presentation Equipment & Technology, Slide Creation & Editing, Slide Design	2013	2013/08/06 Published
<input type="checkbox"/> 20 Tips for Effective Project Status Presentations with PowerPoint	ns1admin	Ebooks	—	2013/07/27 Published
<input type="checkbox"/> Updating the three "Tell Them" statements; Issue #291 July 23, 2013	ns1admin	Latest Information, Newsletter Archives, Presentation Structure & Sequence	2013	2013/07/23 Published
<input type="checkbox"/> Next steps for more effective presentations	ns1admin	Ecourse	—	2013/07/09

#PRESUM13 | @daveparadi | ThinkOutsideTheSlide.com

Selecting & working with a web developer

Make sure they will develop to your plan, not a preset site template

Make sure they understand the marketing role of your site

Ask to see examples of their work. Would you hire that person/firm?

Make sure you understand what they are saying (tech vs. English)

Do you have control of the site admin, URL, and hosting?

Will the site use standard technology vs. custom code

Do they understand how to have a site rank well in the search engines?

Will you get a site launched in a couple of months (or sooner)?

Will you have tools & teaching to monitor how the site is doing?

Will you be taught how to make changes to your site yourself?

#PRESUM13 | @daveparadi | ThinkOutsideTheSlide.com

Prioritizing your action list

What areas do you need to investigate further?

What changes do you want to make to your site?

Prioritize the list

Select only three items to work on at this time

When one is done, add one more item from your list

#PRESUM13 | @daveparadi | ThinkOutsideTheSlide.com

The
PRESENTATION
SUMMIT

Creating Your Online Presence

Dave Paradi

#PRESUM13 | @daveparadi | ThinkOutsideTheSlide.com