

# Step 6

**Marketing on internet**

**One.com Textalk Youtube**

**Mac OS X**

Juli –18  
Liljedalsdata.se

# Beginning

Operativsystem High Sierra 10.13.6

You must know Step 1, 2, 3, 5, 8

## Webbpages

Start your browser.

Enter <http://studyit.eu>

This webbbpage show an conclusion of this company and how customers get contact with it.

## Blogg

Enter <http://studyitblogg.liljedalsmarina.se>

Blogg show a personal picture of the company. Owner maybe describe himself or herself and customer may give a comment and ask questions.

## Emma

Emma is living in the countryside. She is travelling around selling knitted clothes in different markets but she is thinking the best market is internet.

She has earlier published a webbbpage on internet through working with step 5. As she has webbbpage on webhotel one.com she even may create a blogg there.

She even is going to start a webbshop.

## Homepage

Here Emma is telling about her company. She is telling about her adress what her opening times are which markets she is visiting and a conclusion of her products.

She create a link to her blogg where she is writing about her life and thoughts and her costumers can ask about the products and about knitting.

## Blogg

The differens between homepage and blogg is that blogg gives possibility to a conversation between Emma and her costumers.

## Webbshop

Here we are only going to make a view over a webbshop at textalk.se.

As you will see it is quite a job to create a modern webbshop.

The costumer hopefully will find webbbpage and webbshop by searching words in some searching engine (f.ex. google). You are able to increase

chances by adding so many links as possible to and from your webbpge as possible. You also may pay for marketing (google adwords).

You can increase chances that costumer will find your webbshop by paying for a better serchfunction to supplier of webbshop.

Now you have 30 days for creating a wbbshop for free.

You are able to build many webbshops but every one must have an own mailadress and user name. You are not able to delete a webbshop. When you have decided to activate the webbshop you must be ready to pay for it.

You need a mailadress as username to your blogg and a mailadress to your webbshop. You can use the same adress. To the adress to webbshop the order which are done by your costumers are sent.

## Blogg

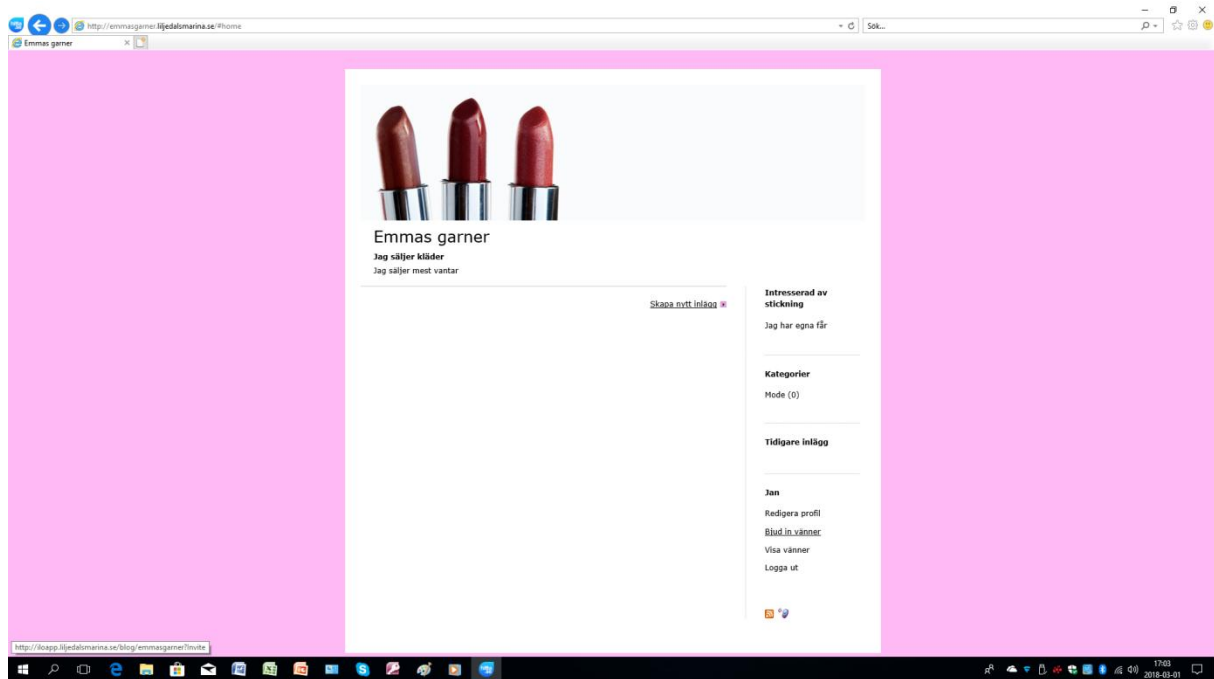
Don't think you shall create an acceptable blogg first time. Concentrate on basic things. You are going to change blogg many times.

### Plan your blogg

There is quite a lot to think about when creating a blogg. You probably earn time by planning your blogg before creating it.

We suppose you have a mail adress which is your username when you login to one.com. We also suppose you have one domain you want to place your blogg in. If you only have username/mailadress to one.com this will also be mailadress for blogg. When you create blogg you also registrate a bloggadress. These three adresses you write in rows 11, 13, 15 in adresslist.

When creating blogg you have possibility to create a banner in blogg. You also have possibility to write something about yourself with headline and text.



When you created the blogg and enter by blogg adress you have to write mailadress of blogg and password of blogg. Then you will see banner on top of blogg and text about blogg and yourself. A user entering the blogg of course see the same.

## Creating an insertion

Enter your blogg by bloggadress.

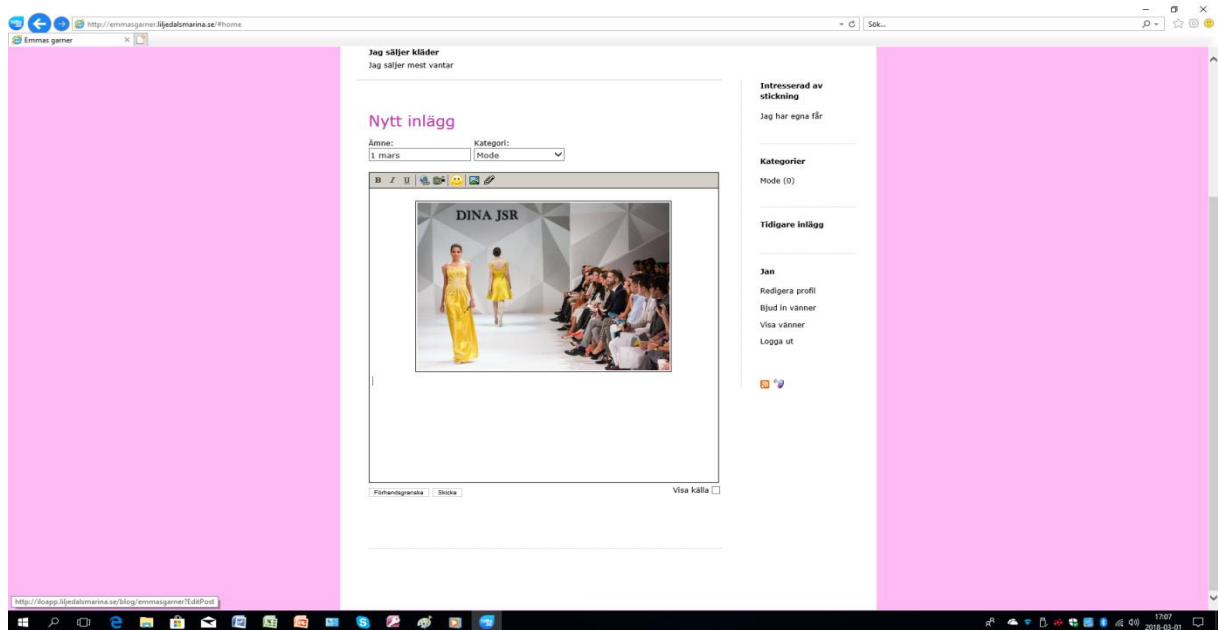
Login to your blogg by mailadress of blogg and password of blogg

Click right arrow.

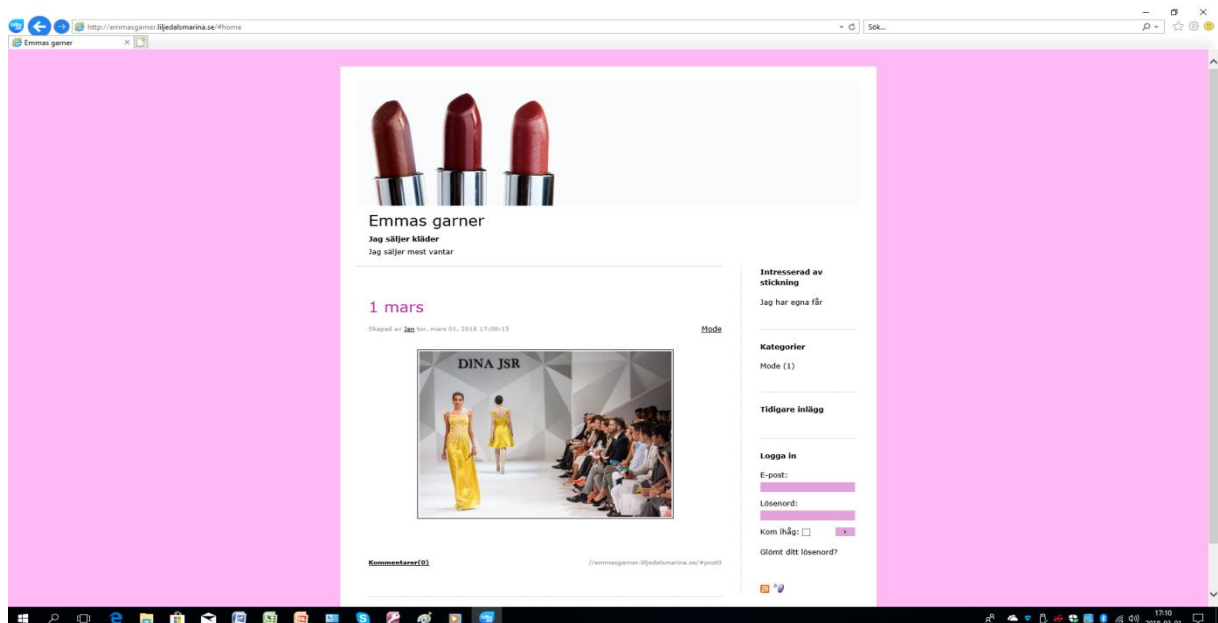
Click creating an insertion.

Write a headline for insertion f. ex. 1 april.

When creating insertion you may write text, adding photo, adding video .



Logout from blogg and login again.



Now blogg is looking like this.

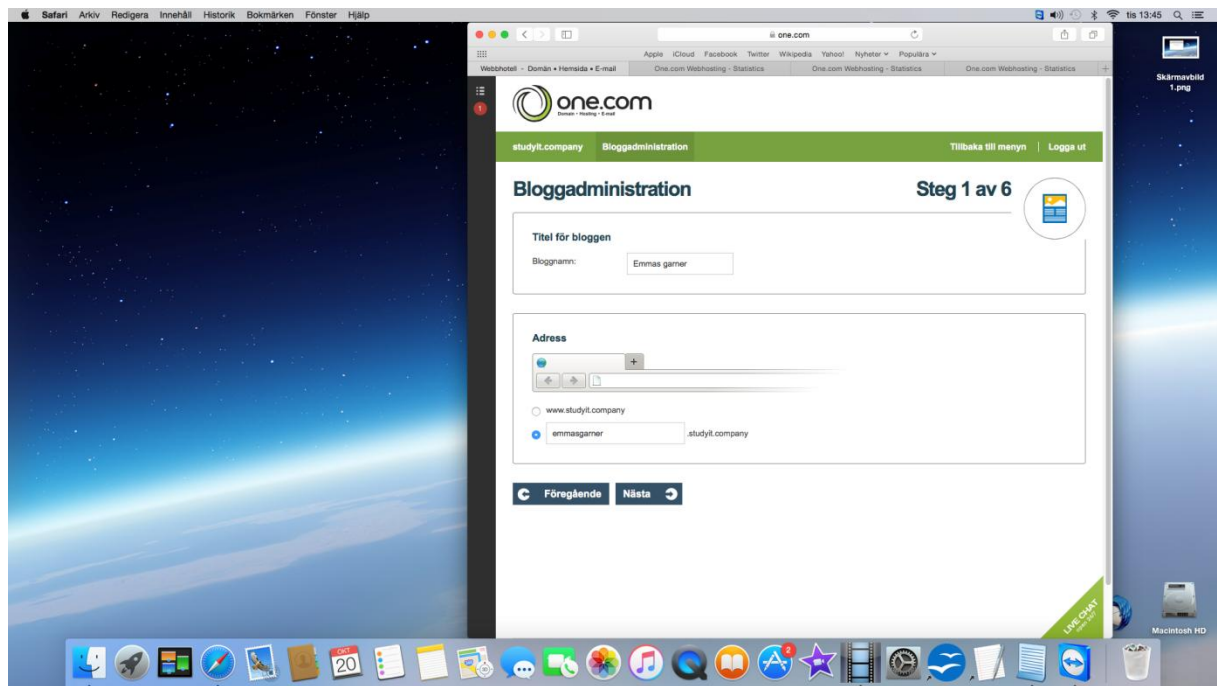
Now all users may write a comment which you as owner to blogg may answer i next insertion.

## Create a blogg

Start One.com and login to Control panel by domain and password (Step 5).

Click blogg.

Click create blogg.

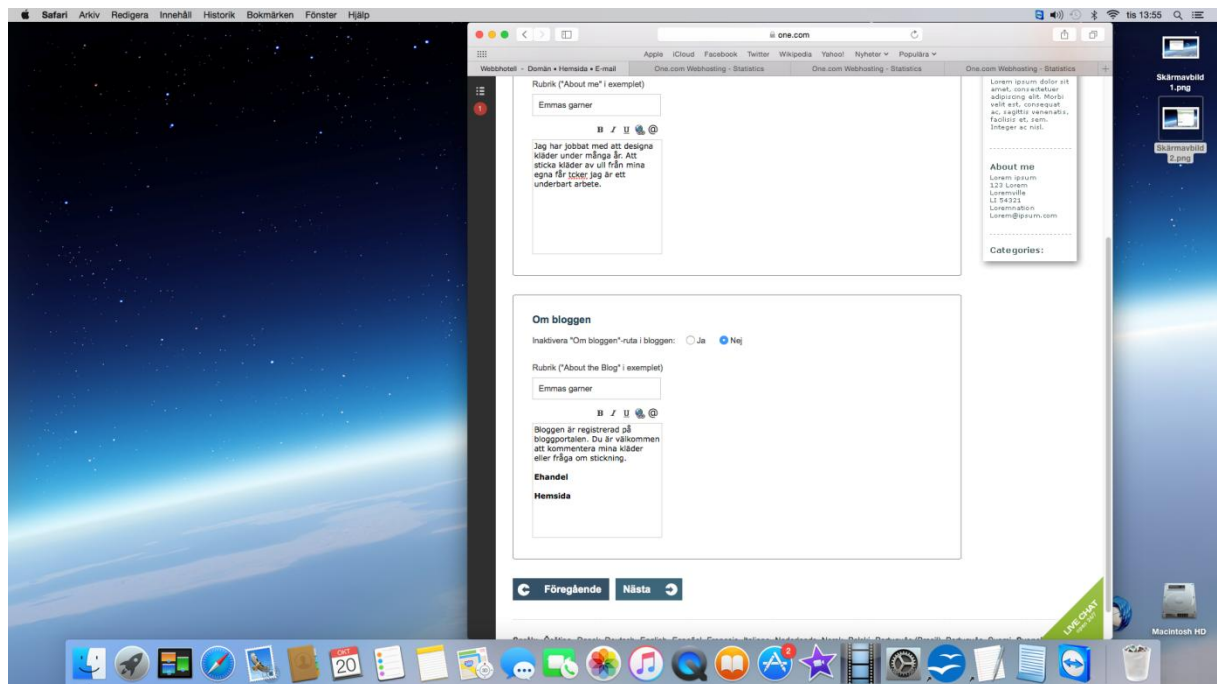


Write corresponding Emmas garner as name of blog.

URL-adress to blog is emmasgarner.studyit.company.

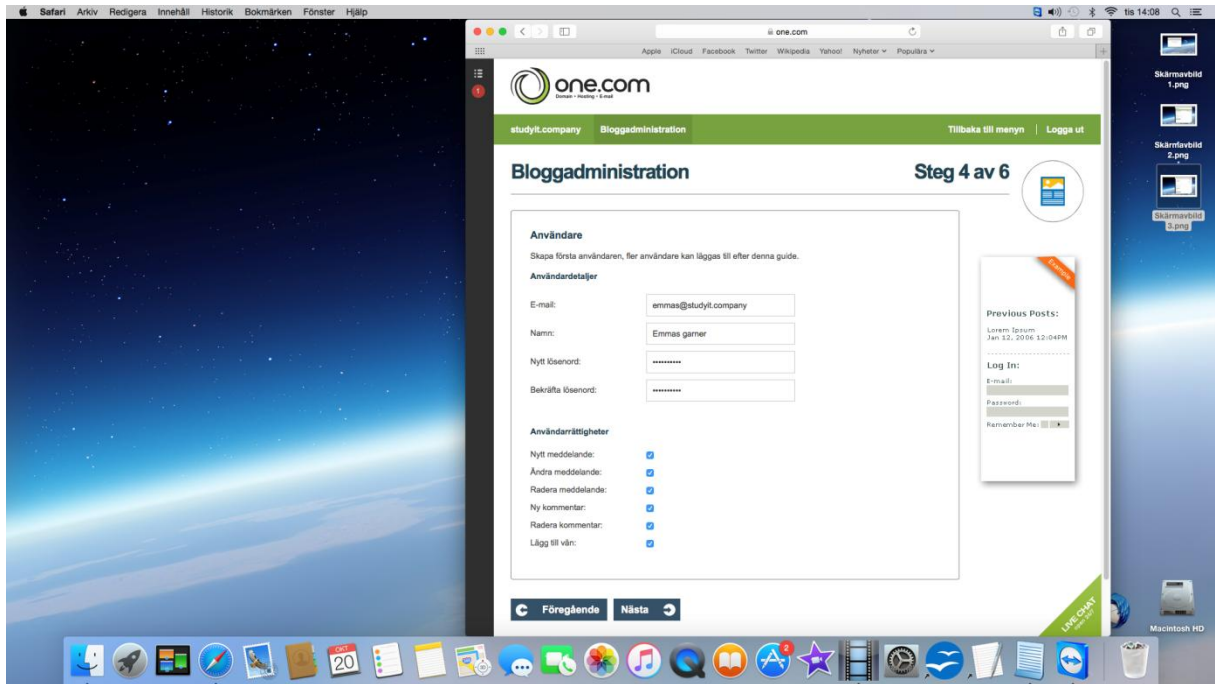
This address is on row 1 adresslist. Write your own on row 2 and click <Next>.

Accept Adjustments and click <Next>



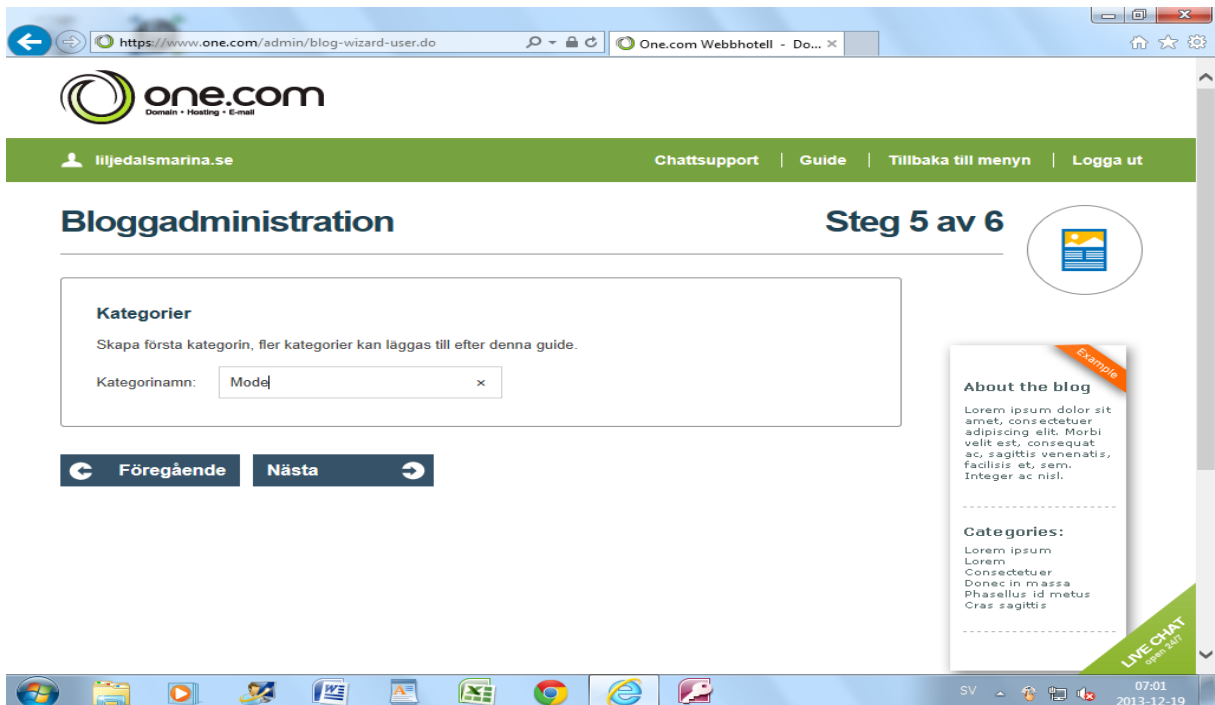
Here you write about yourself and the blogg.

Click <Next>



Here you write mailadress which is username for blogg and password you find out by yourself.

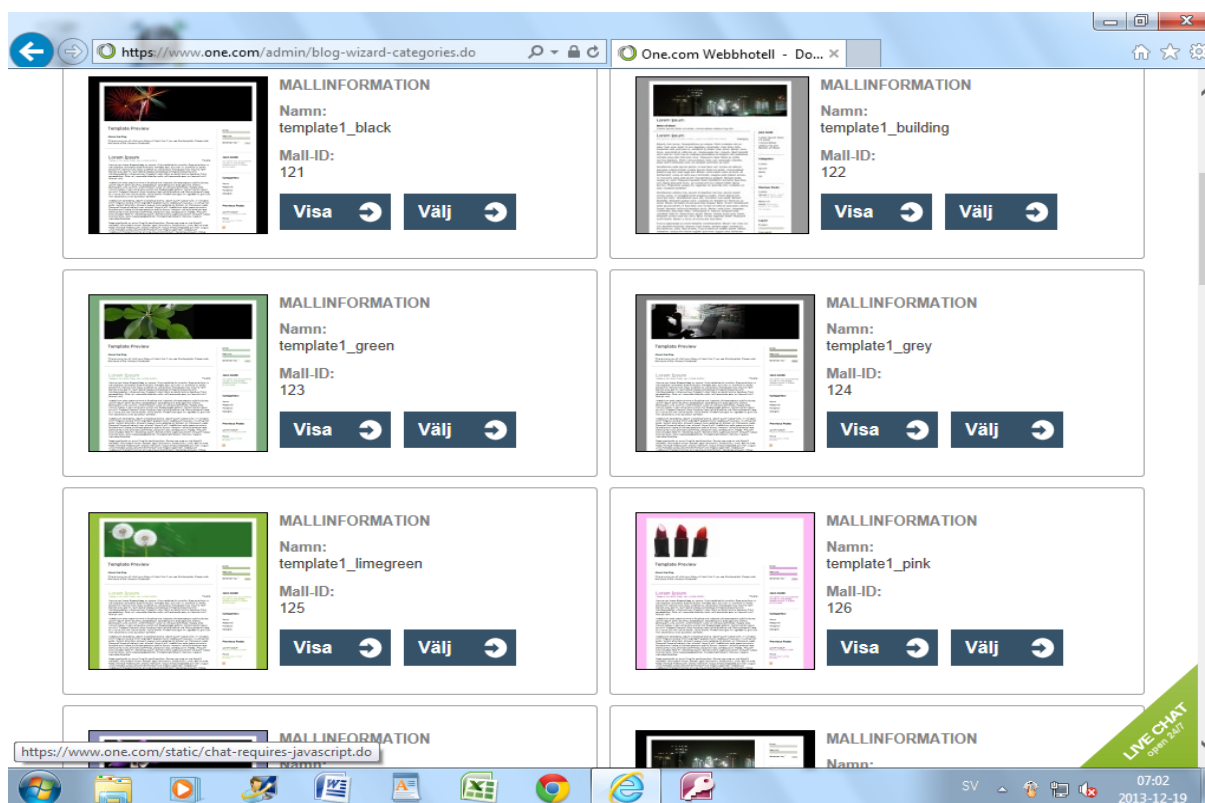
This adress is on row 3 in adresslist and you can write your adress and password in row 4. Click <Next>



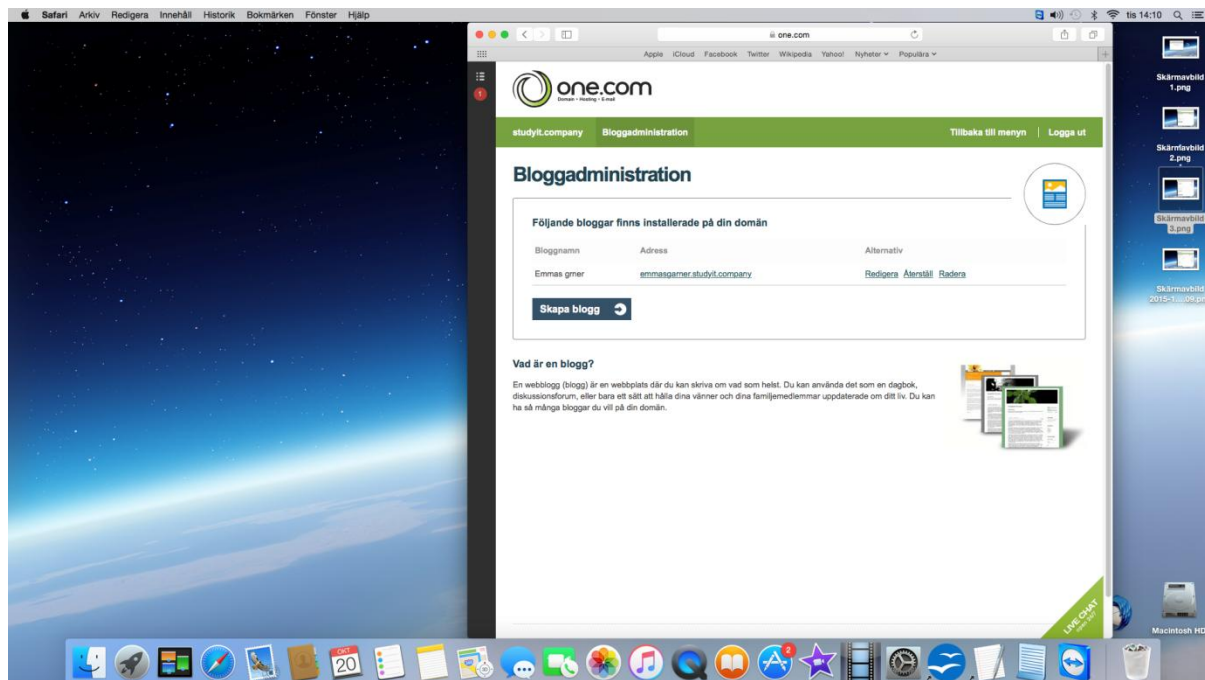
Cathegory is Fashion.

Click <Next>

You may choose among a number of forms for your blog.



You may try a form by Show and decide a form by choose.



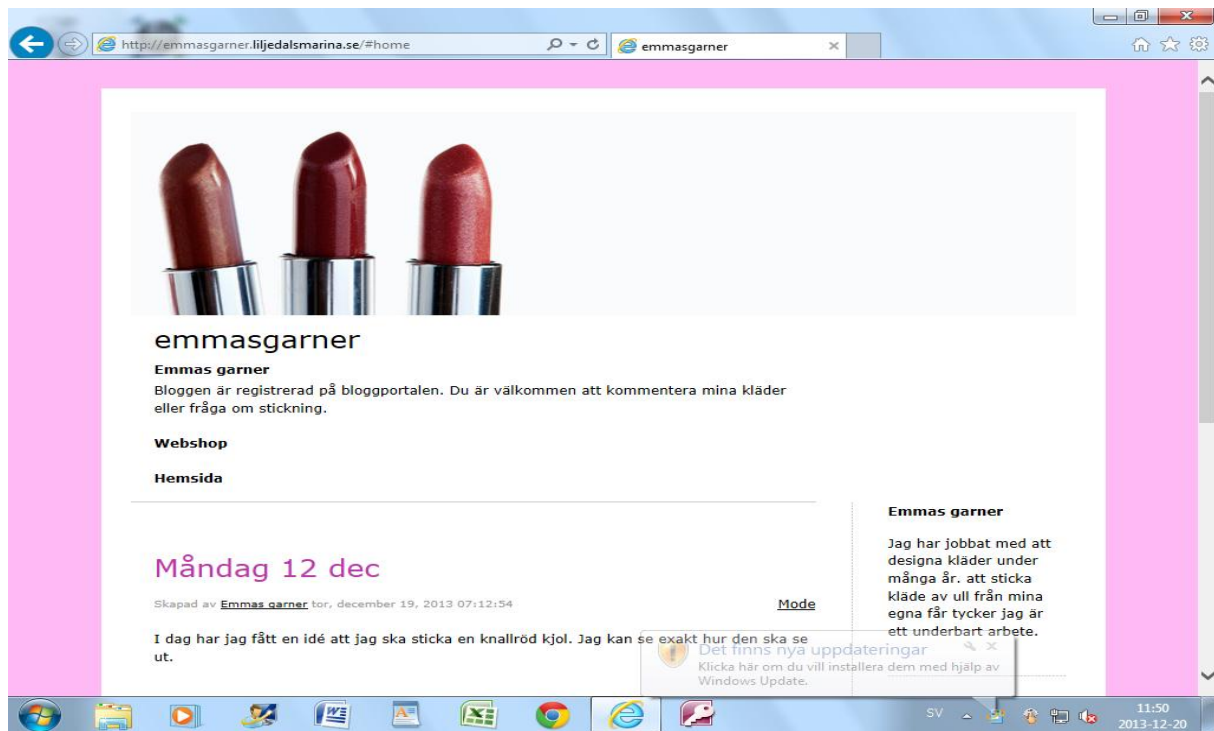
Choose f.ex. form with three lipsticks.

Click <Create blog> and logout from One.com.



## Check the blogg

Check the blogg by URL-adress corresponding to <http://emmasgarner.studyit.company> (row 2).



Your description of blogg is on top and description of yourself is to the right.

Suppose you want to change description of blogg or about yourself.

Login to one.com

Click blogg.

Click Edit on same row as name of blogg.

Click About me an About blogg.

Her you can change text.

Click <Save> if you have changed.

Logout from One.com.

## Creating an insertion

Use URL-adress to your blogg corresponding <http://emmasgarner.studyit.eu> (row 2)

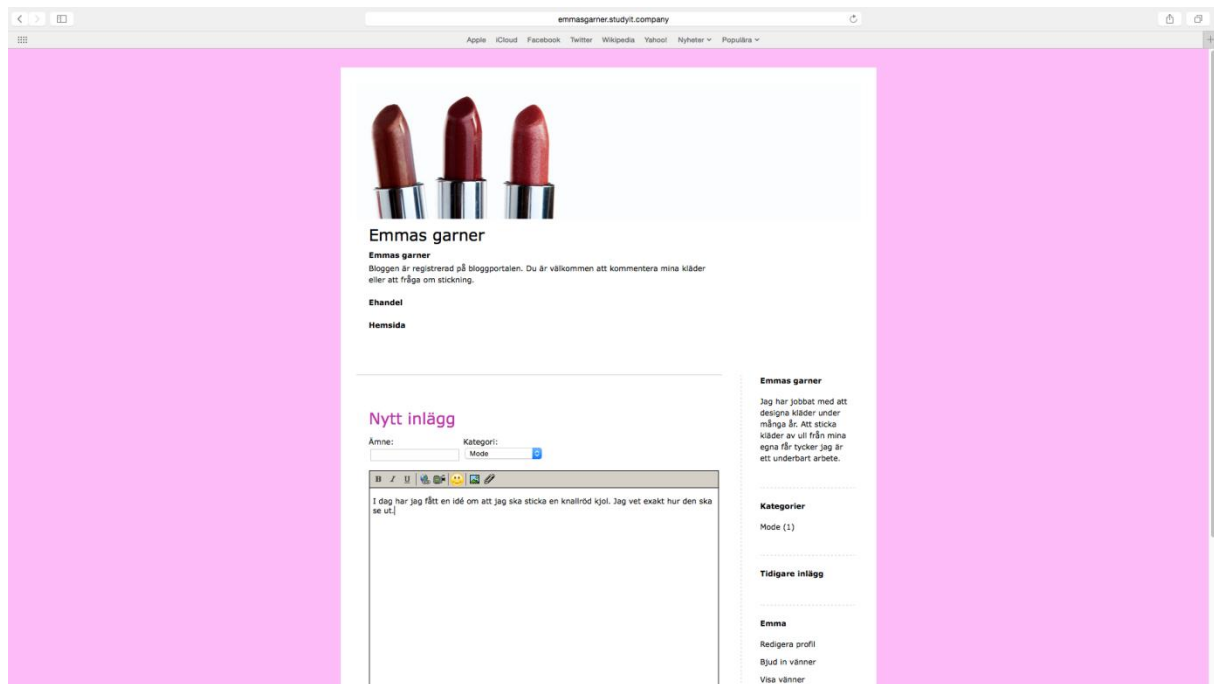
An insertion is when you as owner to the blogg write something.

Below insertion is text Comments (0) which means no user has been writing a comment to insertion. Comments (1) means 1 user has written a comment.

If you click comment you can read a comment and you can delete a comment when you are logged in.

Login to blog by the mailadress and password you used when you created the blogg (row 3)

Click Create insertion.



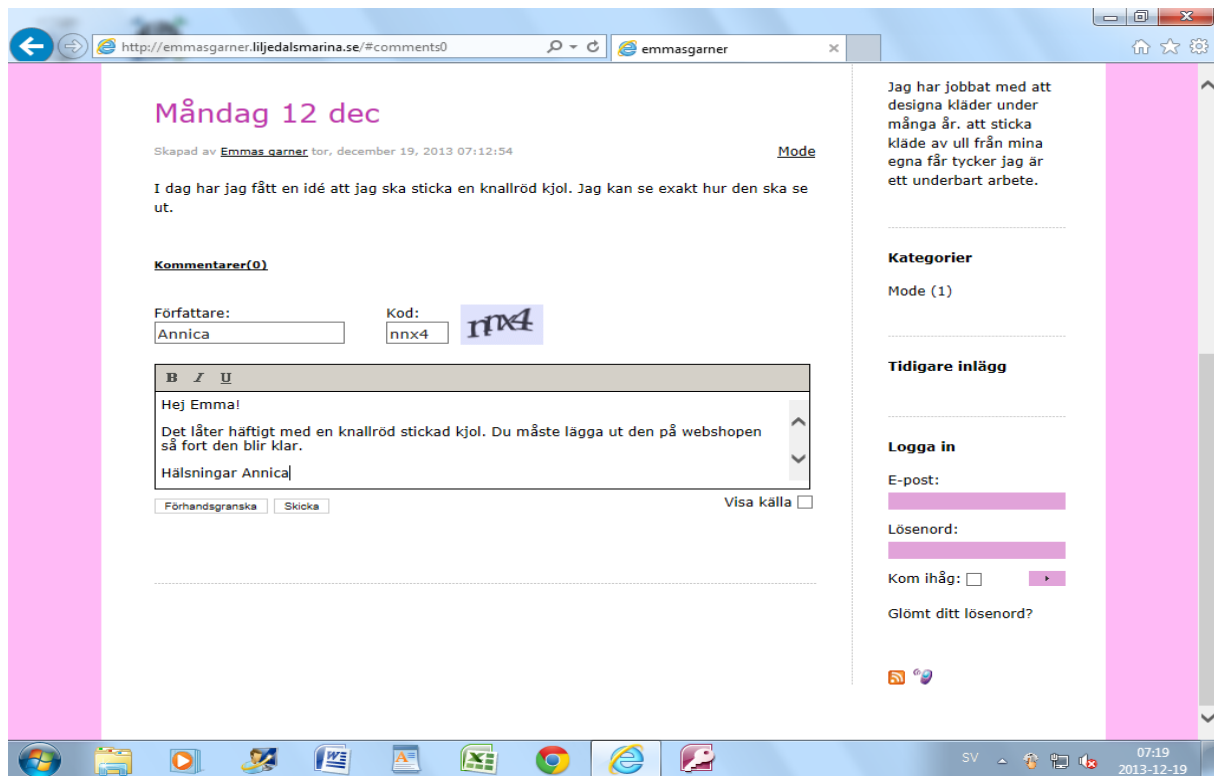
Write an insertion and click <Send>

Logout.

## Write a comment

Pretend you are a customer.

Enter corresponding <http://emmasgarner.studyit.eu> (row 2)



Click Comments, write a comment and click <Send>

Comment (0) has been changed to Comment (1) and a user clicking there can read the comment.

# Webbshop

## Beginning

Webb editor (Steg 5) is a tool for developing webpages. Textalk is a tool for developing webbshops.

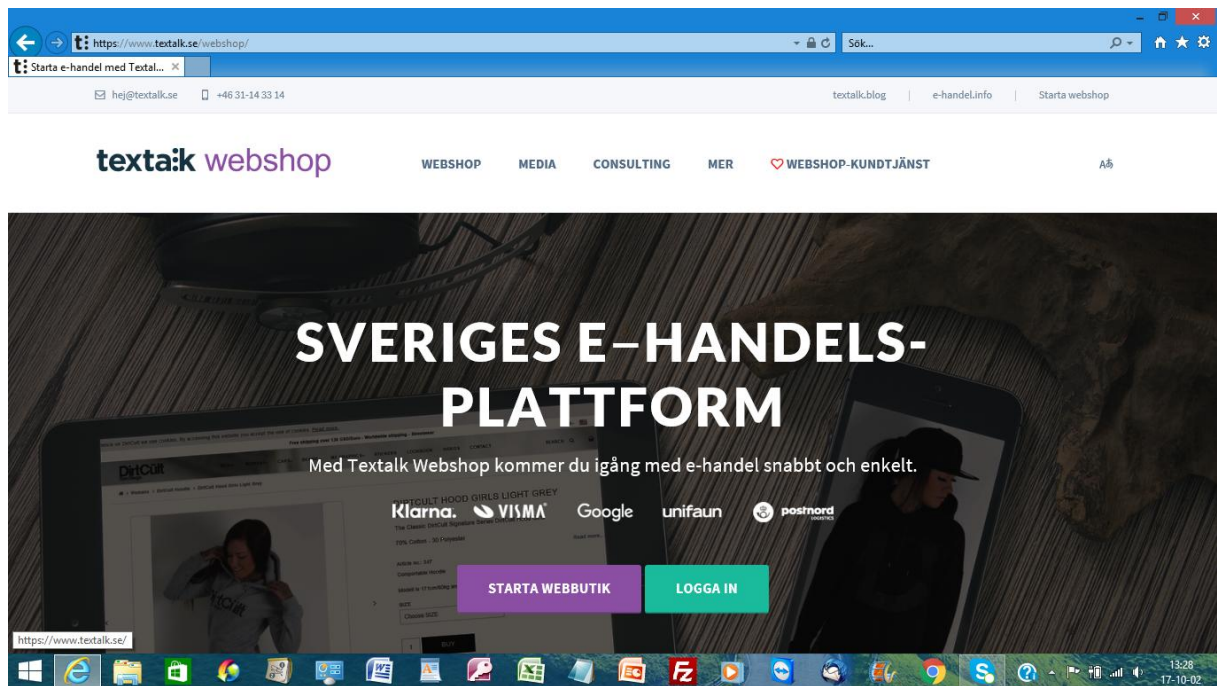
Developing tool of today is quite complicated and too big to go thru in course of this level. Though we will take a tour to help you start if you decide to use textalk. You are able to try textalk without costs for 30 days. When you have a acceptable webbshop you activate your webbshop. Then it is reachable for your costumers you start paying. If you have developed a webbshop which does not satisfy you you have to log in by a new username and password and start from the beginning.

You need a mailadress and password to login to textalk. Write this in row 6 in adresslist.

## To create a webbshop

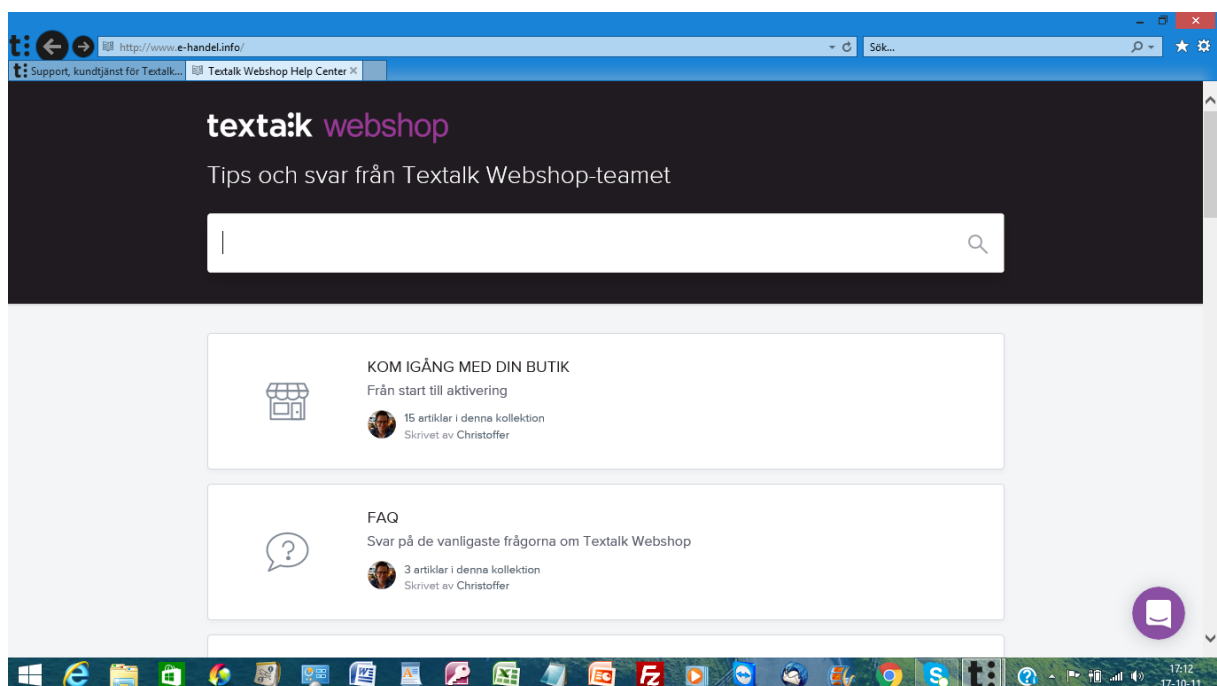
StartSafari

Enter <http://shop.textalk.se>



If you drag icon for textalk to the left of URL-address to writing desk you can enter faster i the future.

Click Webbshop costumer/manual.



Here you may click Manual and get a picture of how to build your webbshop.

Click login.

Registrate your own data as in picture (row 6)

Mark Webbshop bas.

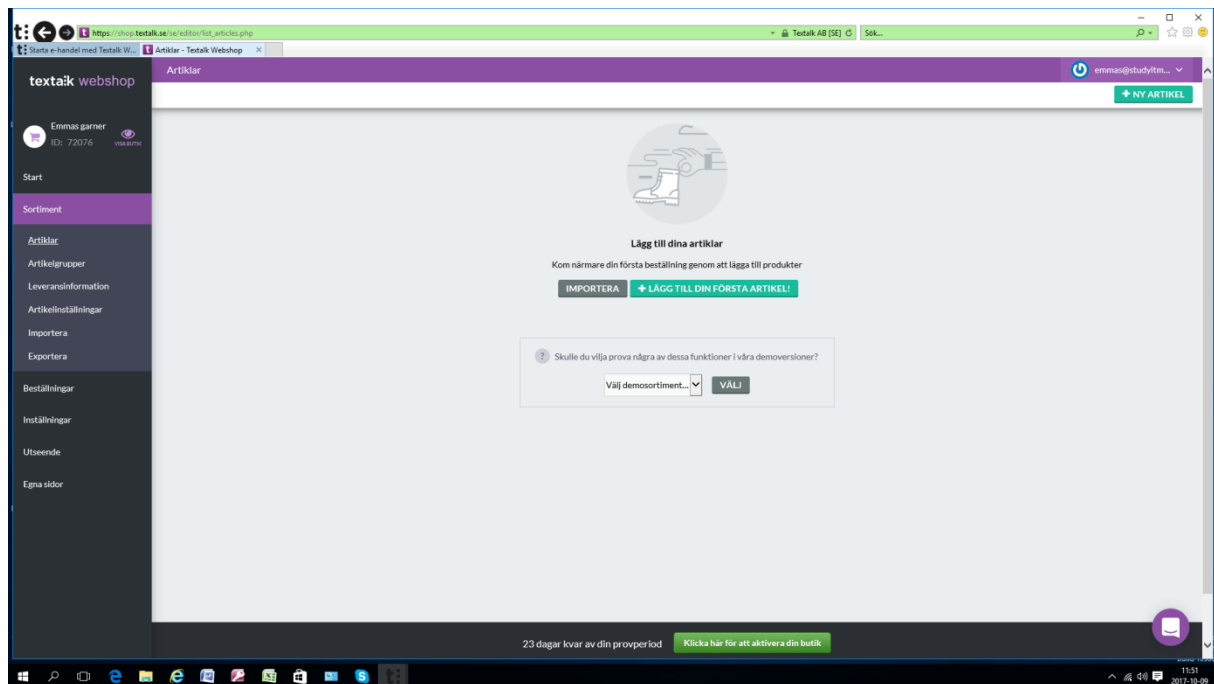
Do not activate your shop.

Click <Create shop>

Note that this mailadress you always shall use when communicate with textalk.

Noone is able to enter your shop before you have activated and payed for it.

Click Asssortment/Articles.



Click Add article.

textaik webshop

Emmas garnier  
ID: 72076

Lägg till artikel

Texter

Artikels namn  
SWE Stickad mössa grå stl. S

Inledande text  
SWE

Beskrivning  
SWE Gråmelerad frottad mössa.

Information

Dold  
☐ Visas endast i administrationsnittet

Artikeltyp Artikel

Kategorisering

Artikelgrupp  
Inga artikelgrupper markerade

Identifiering

Artikelnummer  
1001

MPN / SKU (Tillverkarens Varunummer)

GTIN (Global Trade Item Number)

Prissättning

Pris  
SEK 250.00 Inkl. moms

Extrapris  
SEK Inkl. moms

Momssats  
25 %

Bilder  
Ingen bild har laddats upp.

23 dagar kvar av din provperiod [Klicka här för att aktivera din butik](#)

Write your first article.

Name of article: Knitted cap grey size S

Description: Grey knitted cap

Articlenr:1001

Price: 250

Click Articles

textaik webshop

Emmas garnier  
ID: 72076

Artiklar

Sök

Ange text Artikelnummer/SKU/EAN Sök i artikelgrupp...

☒ Visa även dolda ☐ Visa endast dolda

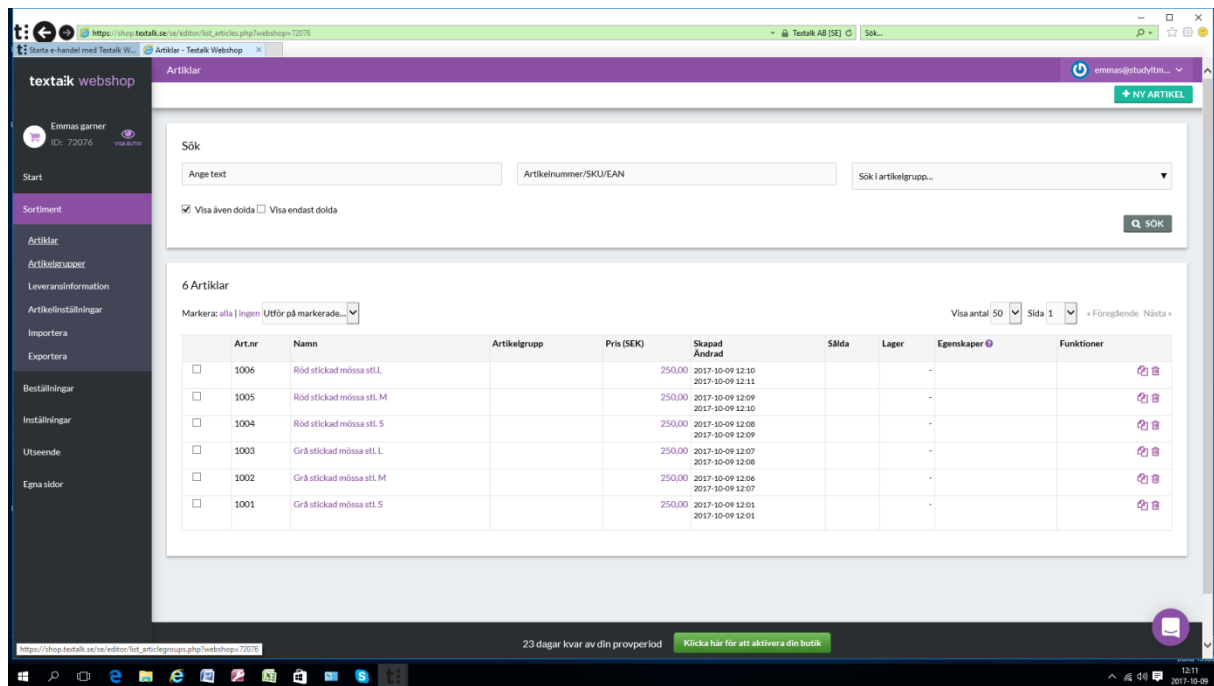
1 Artikel

Markera: alla Ingen Utför på markerade

Visa antal 50 Sida 1 Föregående Nästa

	Art.nr	Namn	Artikelgrupp	Pris (SEK)	Skapad	Ändrad	Sällda	Lager	Egenskaper	Funktioner
<input type="checkbox"/>	1001	Grå stickad mössa stl. S		250.00	2017-10-09 12:01	2017-10-09 12:01				

23 dagar kvar av din provperiod [Klicka här för att aktivera din butik](#)



Write next article.

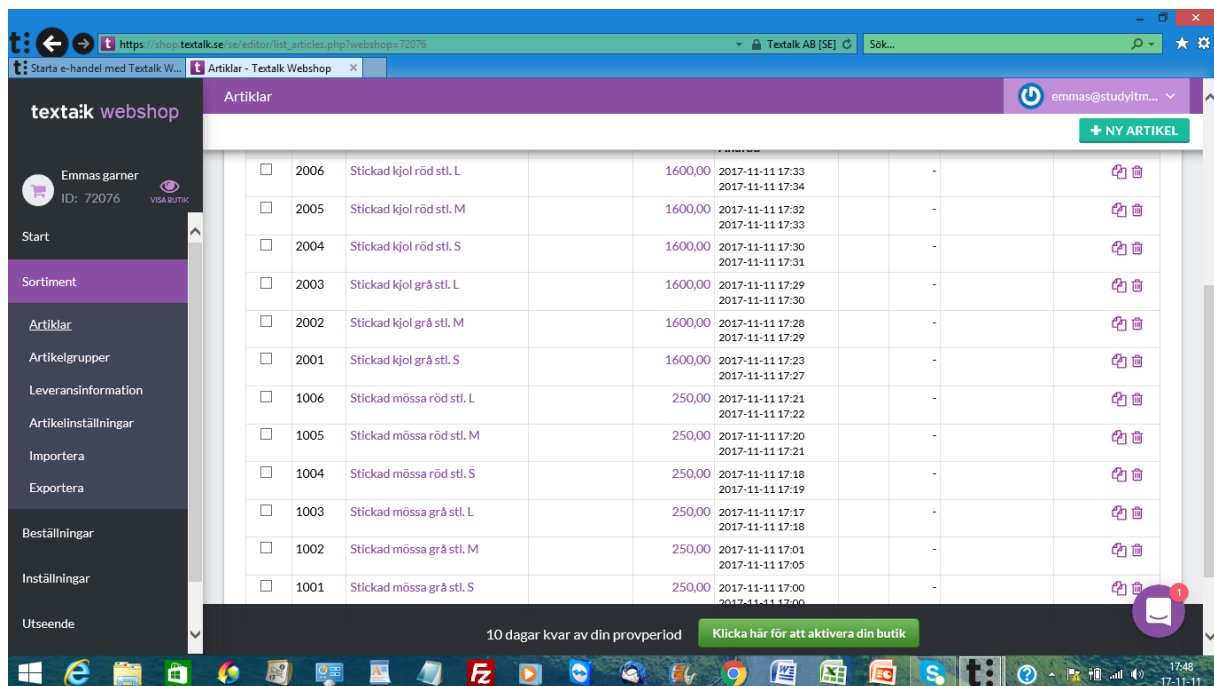
Article name: knitted skirt grey size S

Description: Grey knitted skirt.

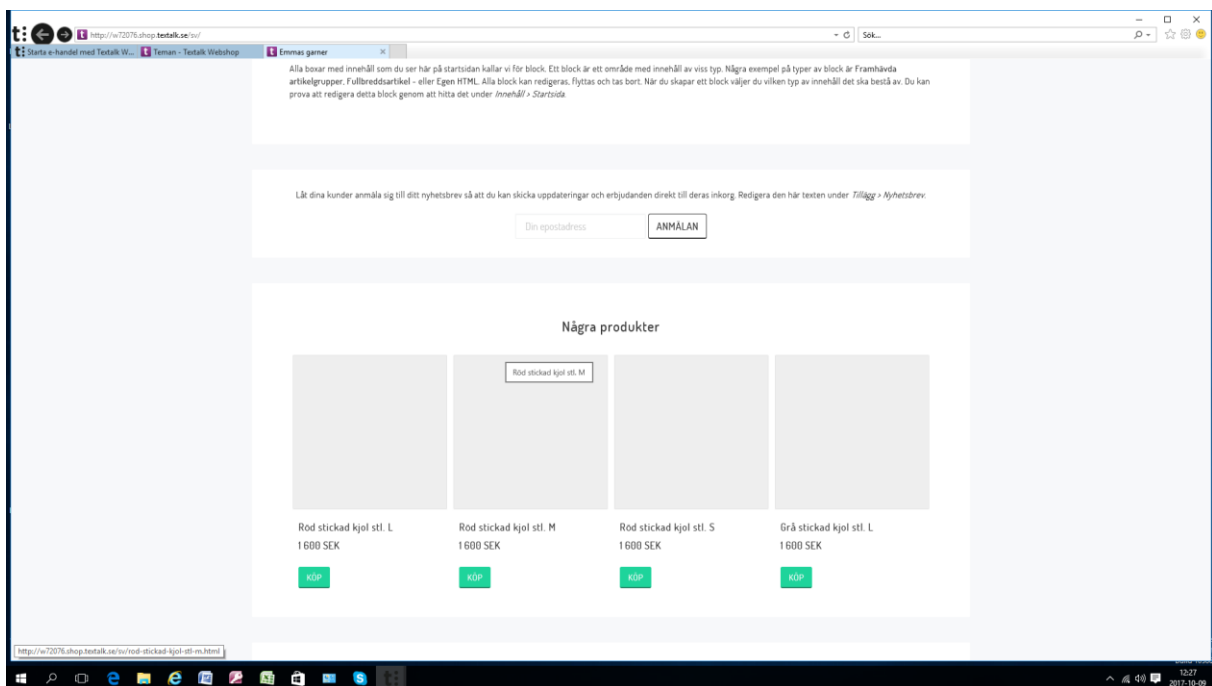
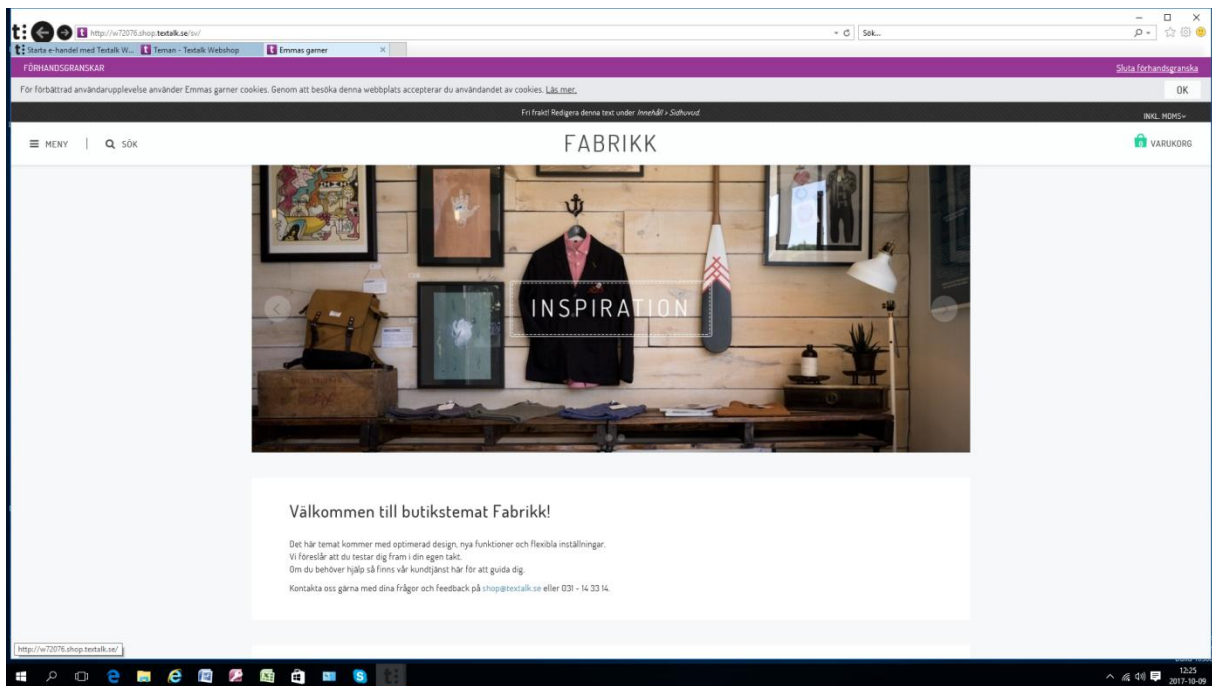
Article nr: 2002

Price: 1600

Continue until you have 12 articles.



Click Look/Förhandsgranska/computer



As you can see your shop will look like this if you have chosen theme fabrikk.

You have possibility to add photos of your articles I your shop. Step 13 and 14 are about handling and treating of pictures.



# Searching engines

If you know your costumers will find your webpages f.ex. with help of advertisement you are lucky. If you have to get costumers in some other way you may have a problem.

Here we only mention a couple of points to consider.

Design your webpages with a little text but many searching words. Searching words are words you think your costumers use to find what they are looking for.

Try to use words which are unique for your company. In this way you can see if your page is registered in some searching engine.

Take all chances to link to and from your webpages. This will increase chances to be registered by a searching engine.

You can advertise by google adwords. You decide a budget and a number of searching words. Your advertisement will be shown in relation to your budget.

If you have a webpage at one.com you will find statistic over your domain.

This is a huge area but there is a lot to read in books and on internet.

## Youtube

Orientationclub OC Compass has decided announce a videocompetition among members to get more members in club. A jury are going to choose three contributions which shall be published on youtube together with information and adress to webpage of the club where you may can register as a member.

Skapa mappen \Dokument\OC Compassen

Download a video from net

You may download a video where you found the booklet by placing cursor at OC Compass, click right, choose download link, clicking arrow down, drag the file to Harddisc/Document/OC Compass and release. Click continue to use demo version/click arrow right to test.

## Create a video by using Impress, window computer and movie maker

You may create the video by creating text by Impress and after that combining textpart with the three video parts bidrag 1, bidrag 2 och bidrag 3 in a windows computer. Then you use the corresponding windowcourse. I have recorded three videos with a camera Sony cyber shot which has give three videofiles .m2ts. These are representing the three contributions. You may download the

three contributions from studyit.eu where the booklet is. The three files are called bidrag1.m2ts, bidrag2.m2ts and bidrag3.m2ts.

Leta upp en lämplig hemsida som kan representera klubbens hemsida. Här användes studyit.eu. Skriv in en lämplig adress på rad 8 i adresslistan. Hur du gör en hemsida behandlas i steg 5.

Find a suitable webpage which can represent webpage of the club. Here we use studyit.eu. Write on row 8 address list. How to create a webpage is described in step 5.

## A presentation by Impress

Create a powerpointpresentation like this.

### **Picture 1**

OC Compass

### **Picture 2**

Hallo! We are an orientation club in forests around Pinelake. We usually arrange a springcompetition and an autumncompetition. Some time every year we meet and listen to some training advises.

After this presentation are 3 videomovies showing how fun orientation is.

At last is the adress to our wbbpage where you may registrate yourself as a member and know what's up in our club.

### **Picture 3**

Contribution 1

Photografer: Johan Berg

### **Picture 4**

Contribution 2

Photo: Anna Svensson

### **Picture 5**

Contribution 3

Photo: Lisa Berg

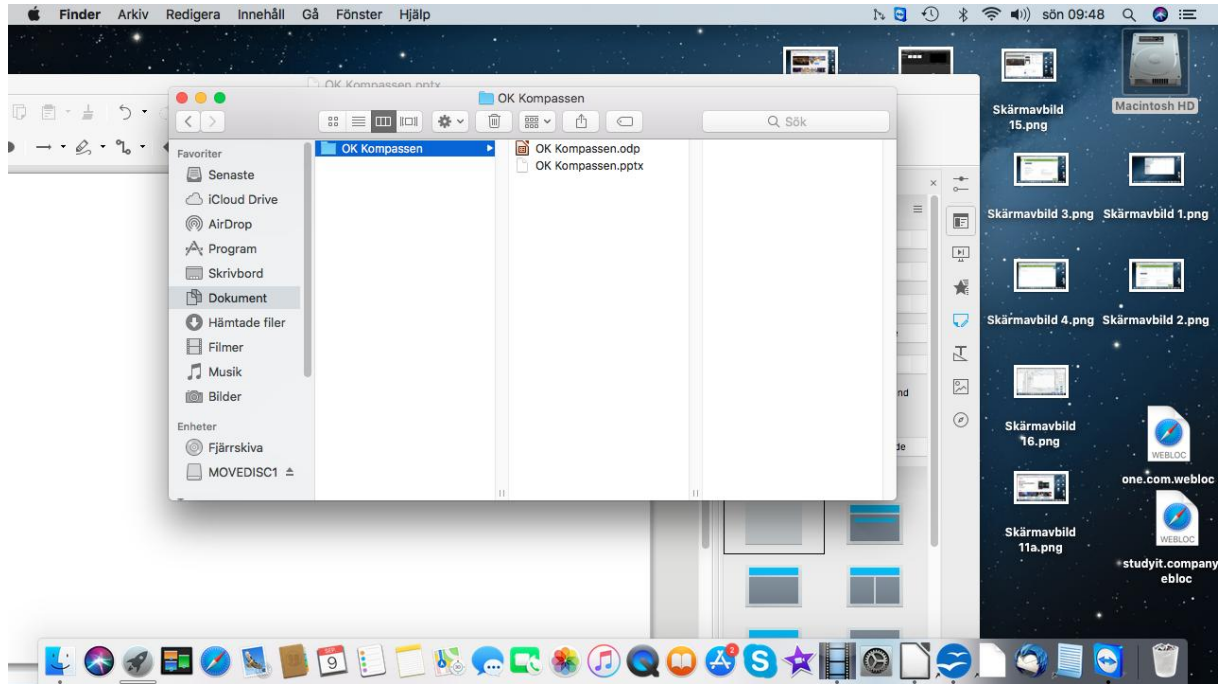
### **Picture 6**

Adress to our homepage.Studyit.eu

To save click OC Compass/Document/OC Compass/Save

Click File/Save as and choose Microsoft PowerPoint 2007-2013XML.

Click Use Microsoft Power Point och spara som OK Kompassen.pptx i samma mapp.

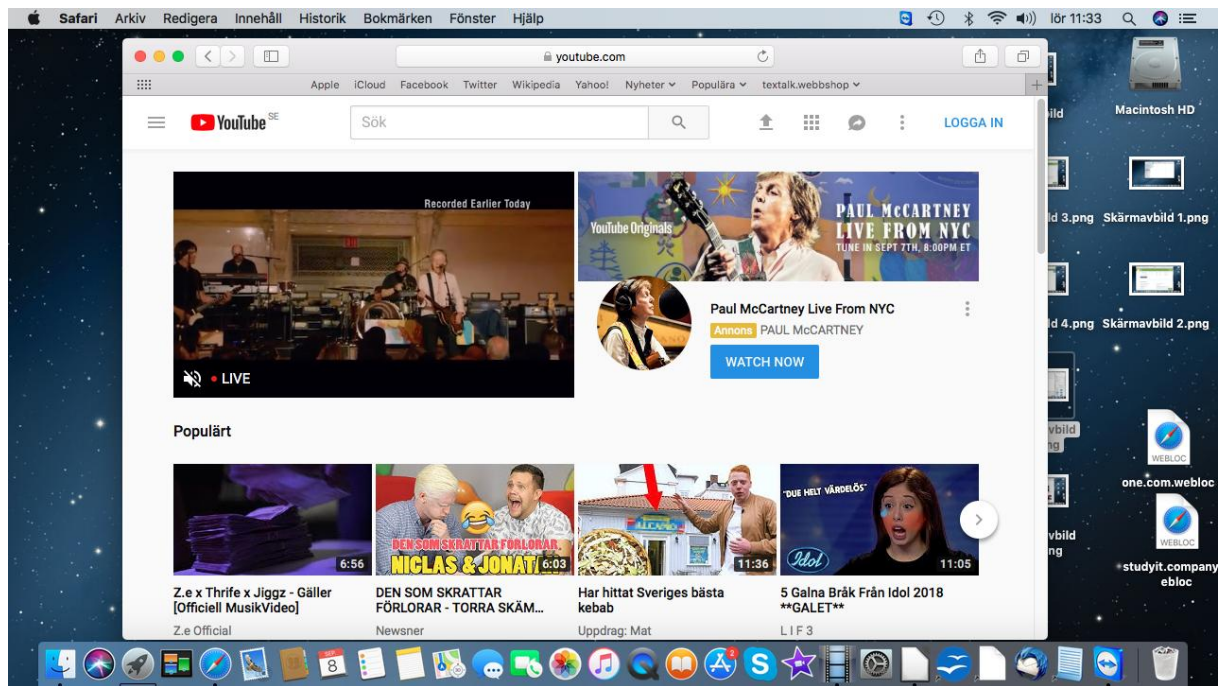


Copy OC Compass.pptx till USB-minne.

Move USB-memory to a windows computer and create OC Compass.mp4 according to windowinstruction .

## Create youtube account

Enter youtube



If you don't have a gmailaccount in your computer this picture is shown

Click Logain on top to the right.

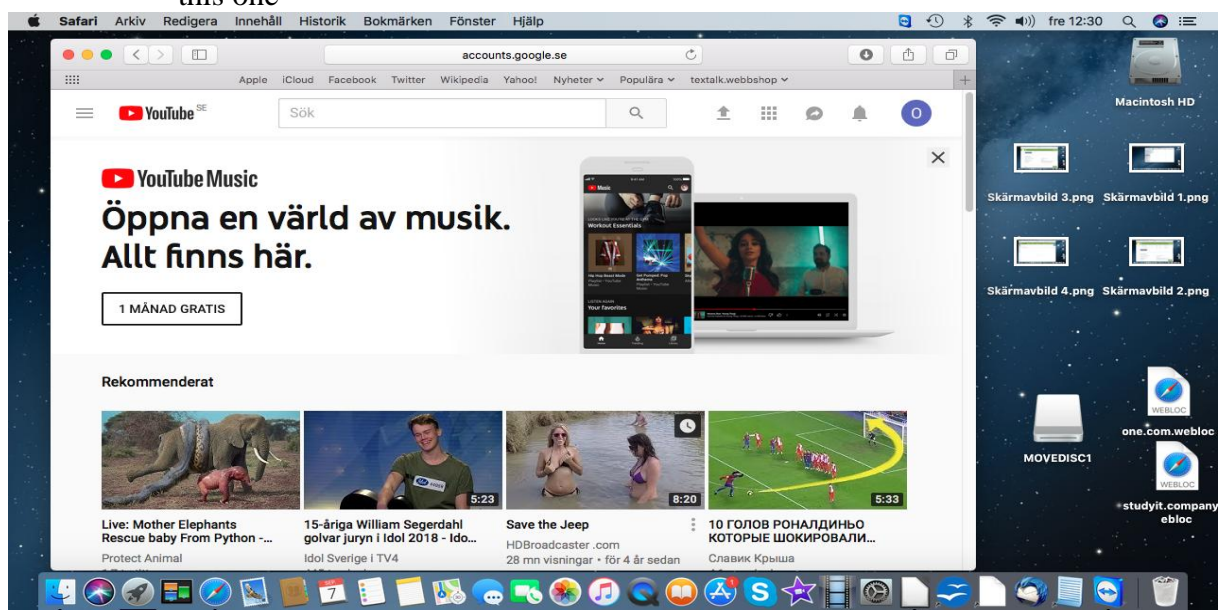
Clic use another account

Click create an account

Now you have to give first name, last name, adress and password to create a gmailaccount

Here we use omvarlden555@gmail.com. Write your adress on row 10 in adressslist.

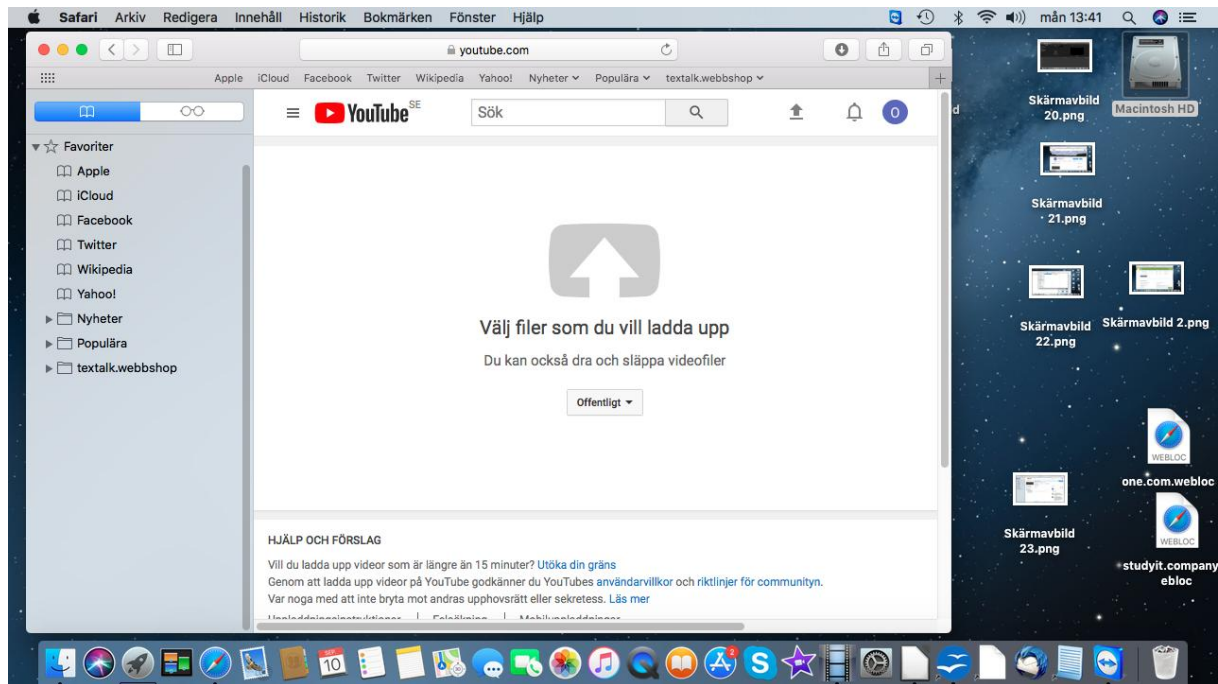
If you have a gmailaccount you will be logged in automaticly and picture will be this one





An icon on top to the right with first letter in your account is showing you are logged in.

In future it may be important to know when you are logged in to youtube and when you are not.



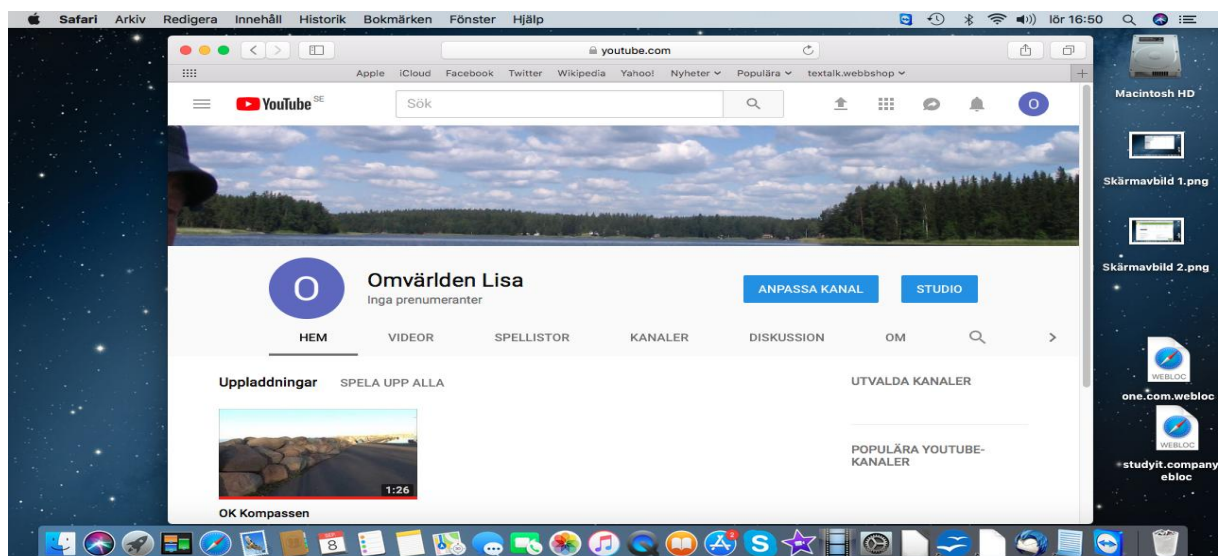
Click arrow up

Drag OC Compass from harddisk to picture and release

Now the video will be uploaded to youtube

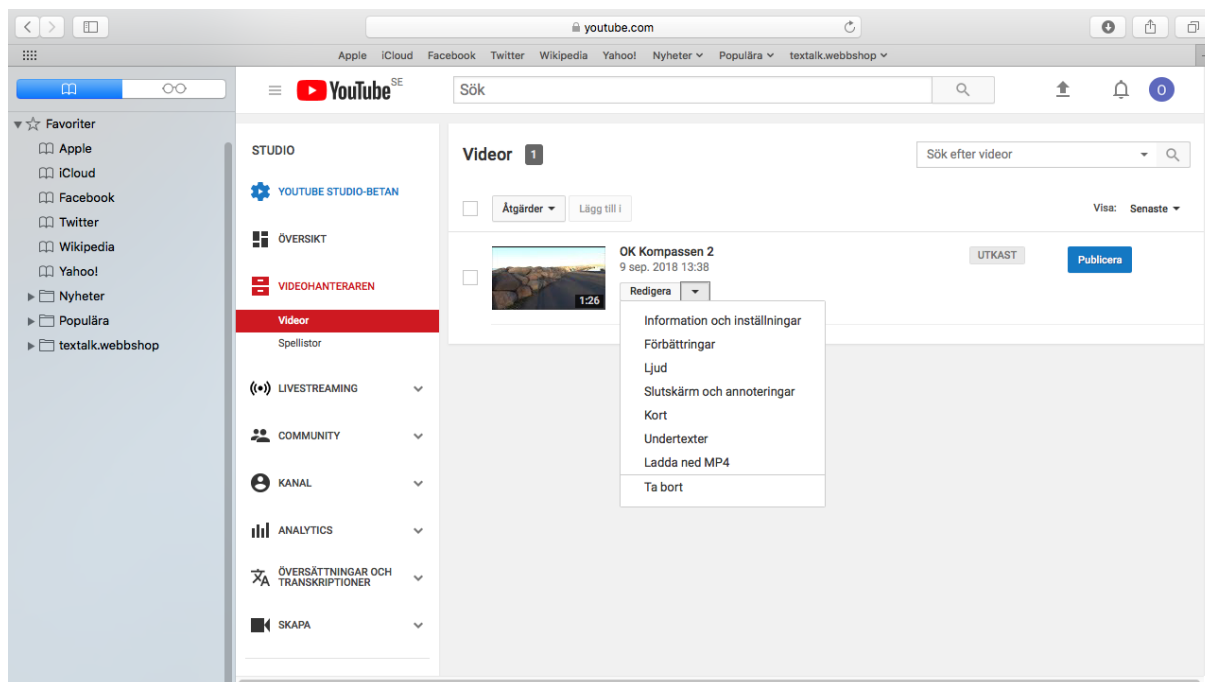
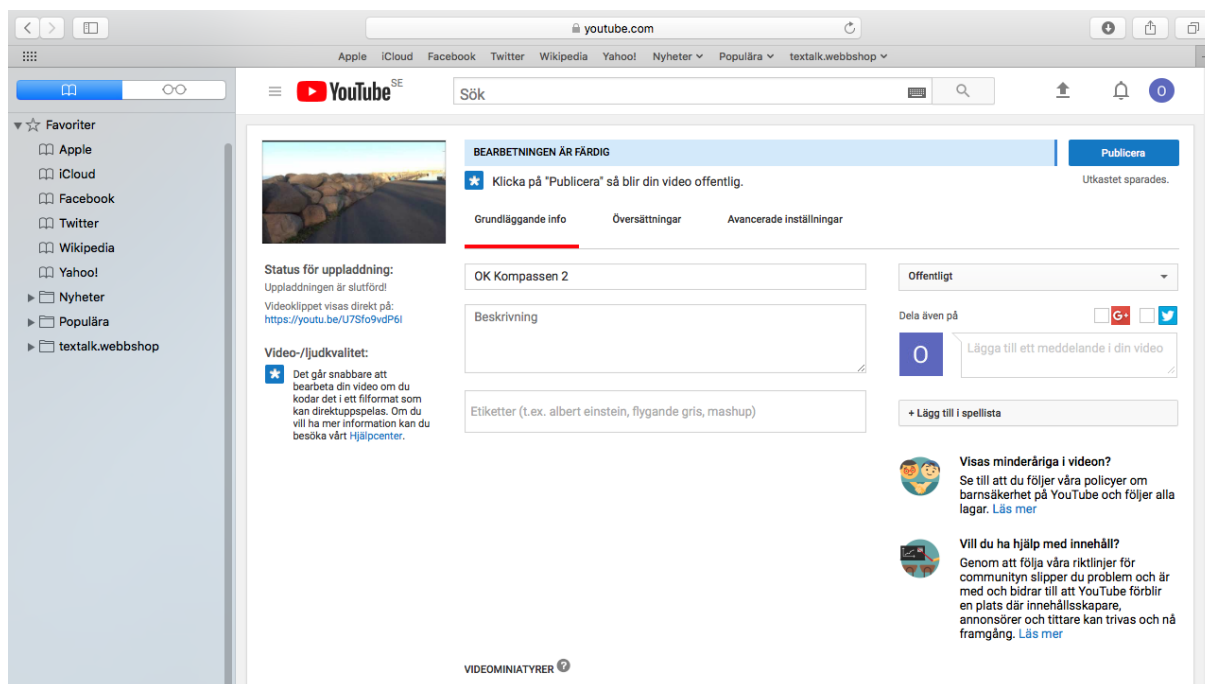
Click the three lines to the left

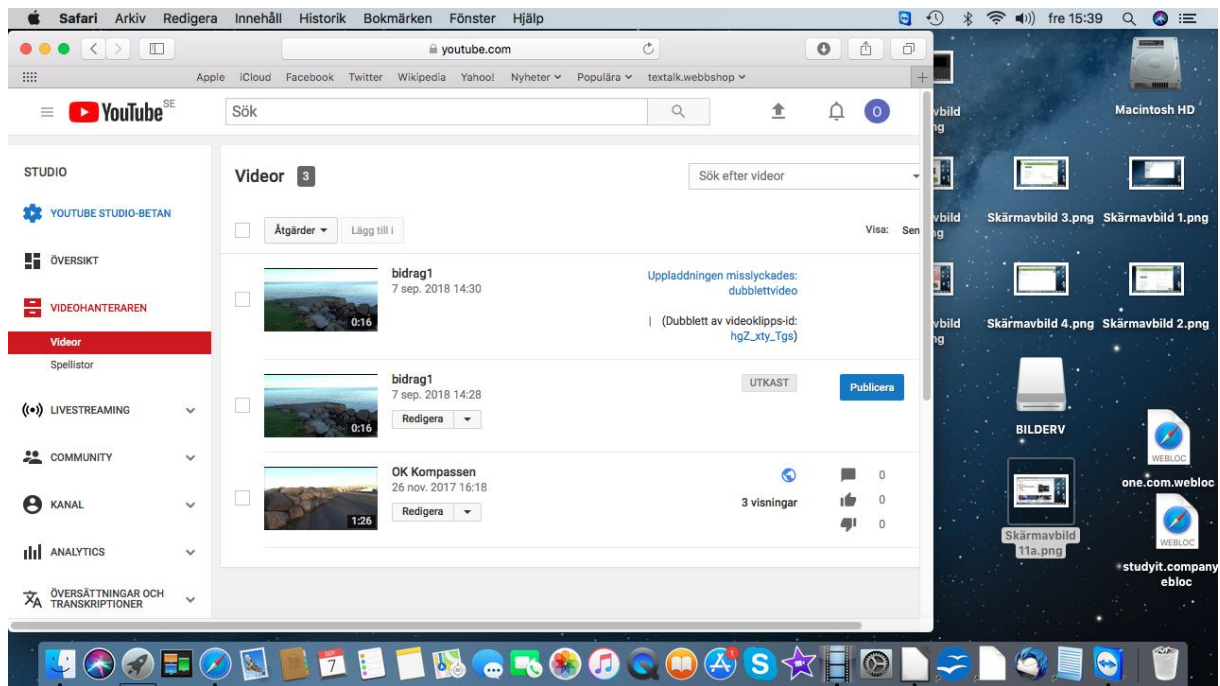
Click my channel



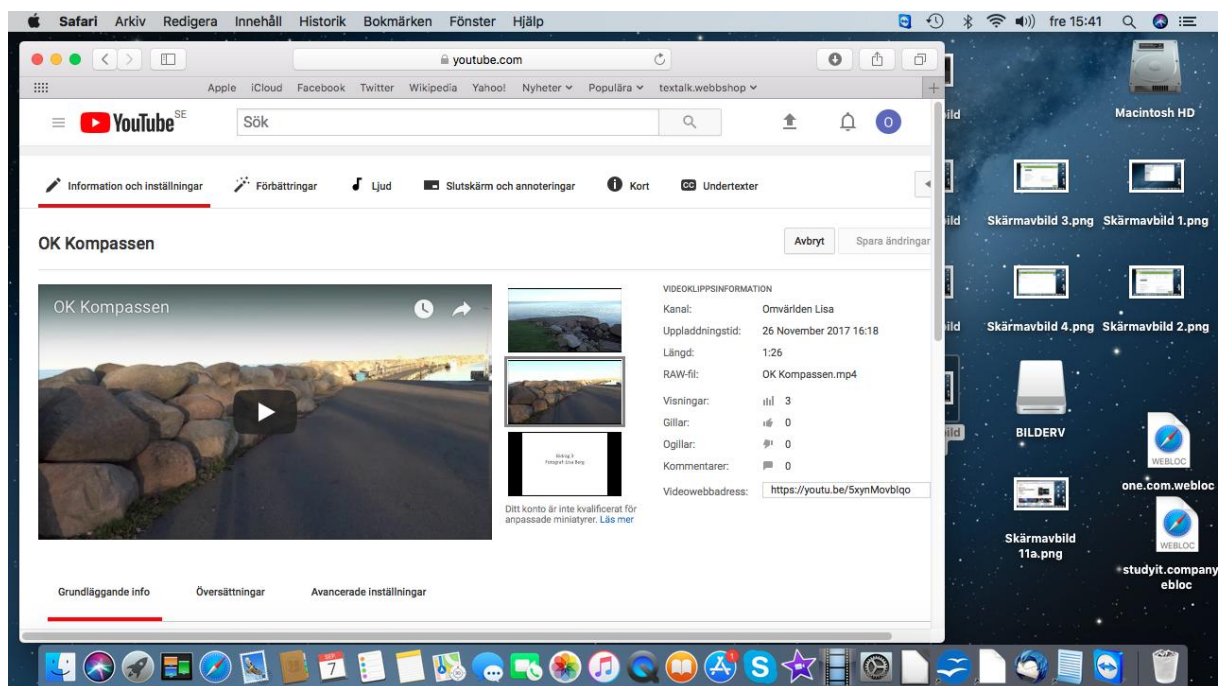
Here you may place a photo. If you place cursor in picture there will be a camera and you may place a photo from your computer. Choose for instance photo 3 which you can find where you found the booklet.

Click <Adapt channel>/Video handler



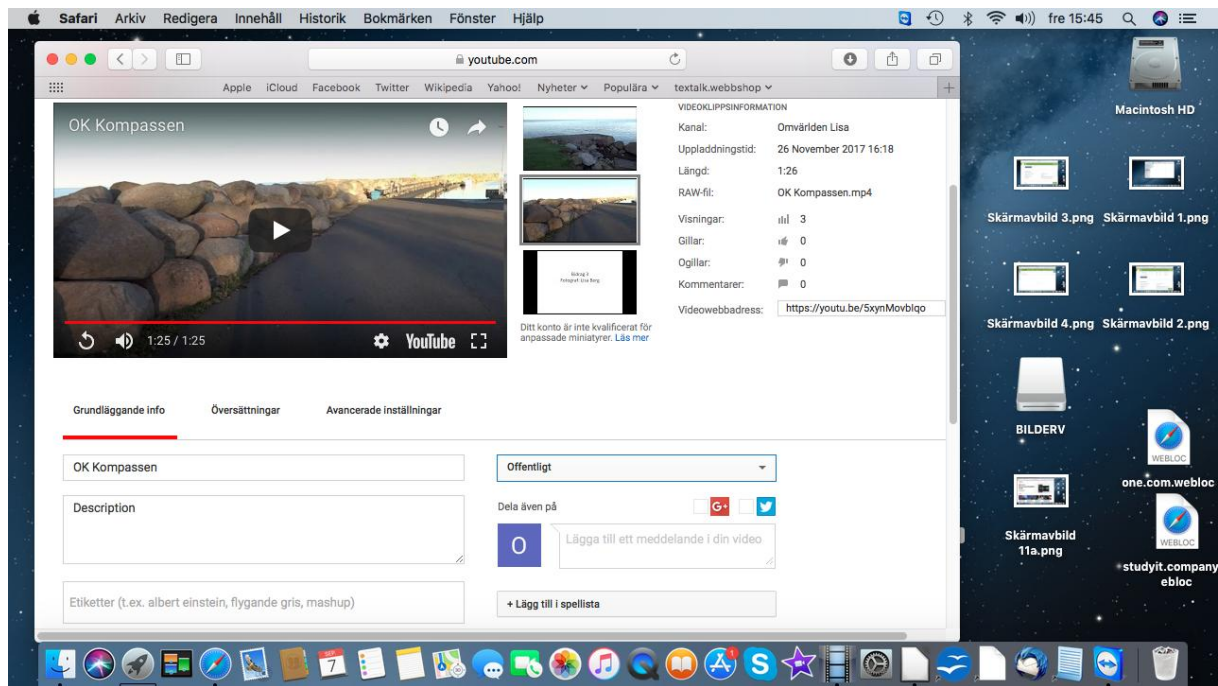


Click Videohandling/Edit/Info and adjustments.



Now you can see name of the video is OC Kompassen the name you gave to the videofile. Status of the video is publish or private. If you are going to change things you may not publish your video yet then you maybe will keep it private.

If you change status you have to save this.



Here you also can see URL-adress of the video.

Markera adressen, högerklicka och välj kopiera.

Here you can see all videos you have uploaded to your youtubeaccount and if you click the arrow you can delete a video.

If you search for your video when you are logged in you can search on OC Compass. Then the video is shown together with other videos.

If you search by pasteing URL-adress you will not get any result.

Logout from youtube and start any webbrowser and search on URL-adress by pasteing it. As you can everyone see your video now. If you search on UC Compass you see all societies named OC Compass and maybe you can find yours.