

Developing An Online Presence



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What's all this web stuff about Ted?



- **Social Media by the numbers**
- **Blogs**
- **Websites**
- **Discussion**
- **Online Payments**
- **Website Names (Domain Name Registration)**
- **Questions**

Social Media By The Numbers



- **Facebook**
 - 53% of Irish Population is on Facebook
 - 1.06 billion monthly active users
- **Twitter**
 - 22% of Irish Population is on Twitter
 - 288 million monthly active users
- **Google+**
 - Don't believe the numbers
 - ✦ 500 million people upgraded
 - ✦ 235 million users active (gmail, chat etc.)
 - ✦ 135 million monthly active users – Facebook competition

Blogs



- Very Popular
- Quick to set-up
- Quick to update
- Subscribers
- WordPress and Blogger
 - <http://www.wordpress.com>
 - ✦ <http://soundcheckdemo.wordpress.com/> (\$75)
 - <http://www.blogger.com>
- Costs
 - Themes – pre-packaged and custom
 - ✦ <http://theme.wordpress.com/>
 - ✦ <http://www.blogger.com/template-editor.g?blogID=4010125631613458355>
 - Your own domain name
 - ✦ ~€20 per year
 - ✦ Alternative is <http://yourname.wordpress.com>
- Local Demo
 - <http://writtenwordweekend.wordpress.com/>

Websites



- **More complex sites with multiple pages**
- **Pre-packaged website builders**
 - Choose a template
 - No experience necessary
 - <http://www.letshost.ie>
- **Custom website**
 - Complete freedom over look and feel of site
 - Easy to get wrong
 - Requires someone with knowledge and experience
- **Hosting Charges**
 - Depends but likely to be <€100 per year
 - ✦ Friendly email (yourname@yourevent.ie)
- **Demo**
 - <http://www.antostalfestival.ie>
 - <http://www.angelfire.com/super/badwebs/>
 - <http://www.spaceark.net/>

Discussion



- **Facebook**
 - Discussion
- **Twitter**
 - Discussion
- **WordPress**
 - Discussion

Online Payments



- **PayPal and Credit Cards**
 - Set-up is free and easy
- **DoneDeal has pay by mobile**
 - SMS code verification to pay for ad placement
- **PayPal seems to be most popular and free to set-up**
 - Monthly Sales <€2500 : 3.4% + €0.35 per item
 - ✦ €10 item cost - €0.69 per item
 - ✦ €20 item cost - €1.03 per item
 - ✦ €30 item cost - €1.37 per item

Website Names



- **DNS = website name**
- **Various costs depending on domain**
 - .ie (~€20 per year)
 - .com (~€8 per year)
 - .net (~8 per year)
 - .org (~8 per year)
 - Etc...

Questions?

