



Using the Internet to Make Your Life Easier

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What We Will Cover

- ◆ Get the basics down
- ◆ Ways to use the Internet to make your life easier

First...

You Need all the Pieces in Place

- ◆ The right domain name
- ◆ The right emails setup
- ◆ Need to know your target audience
- ◆ Your site needs to be pleasing to the eye
- ◆ Your site needs to be easy to navigate
- ◆ Need to have a site with good content

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The Right Domain Name

The First Step

Register a Domain Name

- ◆ Pick something that people can associate with your company
- ◆ Pick something easy to remember
- ◆ DomainDiscover.com (\$9.95/year) & Others
- ◆ Main choices .com .net .org
- ◆ New choices
.info .biz .cc .us .ws .name
- ◆ If name is taken, try adding a dash

Domain Examples

- ◆ Natresnet.org and resnet.us
- ◆ Buildingscience.com
- ◆ Naseo.org
- ◆ Energyscience.org
- ◆ Buildersintegritygroup.com
- ◆ NrgLogic.com

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Email Setup

Use Your Domain

Email Setup

- ◆ Nothing looks less professional than using an AOL address for your business
- ◆ Setup email addresses for all your staff:
randy@rlmartin.com
- ◆ Setup a general email address for your web site (e.g. info@yourdomain.com) something that you can change frequently to combat spam
- ◆ Make sure your email address is on your business card and all other information you give out

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Web Sites that Work

Keys to a Successful Web Site

- ◆ Good, useful content
- ◆ Well organized, easily accessible content
- ◆ Well written, easily read content
- ◆ A consistent and attractive appearance

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Ways the Internet can Make Your Life Easier

Use Email instead of Snail Mail

- ◆ Email saves time
- ◆ Email saves resources (paper, envelopes, printing ink)
- ◆ Email saves money
- ◆ Email gets the information there instantly

Use Email Lists

- ❖ Email lists allow you to send a message to one address and have it go to a whole group of people
- ❖ Most hosting companies allow you to create email lists
- ❖ This can be setup so only you can send to the list or it can be setup so anyone on the list can send to the list
- ❖ Must have protection to keep spammers from sending to your list
- ❖ They can even be setup so people can subscribe and unsubscribe themselves
- ❖ People need to have the opportunity to opt out of your list if they want

Use Your Web Site to Answer Common Questions

- ◆ Do you get lots of calls with stupid questions?
- ◆ Put common questions on your web site so you can direct people there and not have to waste your time

Put Common Requested Documents on Your Web Site

- ◆ Are you sending out lots of brochures and fact sheets?
- ◆ PDF them and put them on your web site
- ◆ Saves time, money and resources
- ◆ If you have the original electronic version, just create a PDF
- ◆ Or, you can scan them and create a PDF from the scan

Use Online Programming to Automate Common Tasks

- ◆ Meeting/Conference Registrations
- ◆ Member/Contact Management
- ◆ Automated posting of visitor submitted information to your web site
 - Calendar of Event Items
 - Job Announcements
 - RFPs
 - Case Studies
- ◆ Newsletter Signups

Use Online Programming to Automate Common Tasks

◆ Rater Management System

Other Cool Things

- ◆ Project Mapping
- ◆ Online Bill Analysis
- ◆ Green Checklists

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Questions