



Module 3

CREATING DIGITAL CONTENT

6 classroom hours and 6 hours e-learning



Project website: www.smartwomenproject.eu

Strategic Partnerships for Vocational Education and Training

Smart Women

Project ID: 2016-1-MT01-KA202-015202

In the framework of the Smart Women project, seven partners from European countries have created an innovative European Training Model, focused on women, aiming for **encouraging entrepreneurship** and putting business ideas into practice.

The Smart Women Model combines online learning using online learning platforms and face to face training based on project collaboration, peer-learning, guidance, coaching and counselling.

Project Partners: MCA (Malta), LIKTA (Latvia), Dedalo Fundacion (Spain), EOS (Romania), Cyprus Computer Society (Cyprus) and ALL DIGITAL (Belgium).

DISCLAIMER

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CREATING DIGITAL CONTENT

In the realm of online business, digital content should be developed in a way to get new customers, users, and views. Content should be created in a way that brings users to the place where sales are made, which typically is your website. So, while many websites and social media can be used to broadcast your brand they should be directed to your website or your main sales platform.








LEARNING OBJECTIVES

Having completed this module you will be able to:

- Understand the term “digital content” and the different formats.
- Understand why digital content is crucial to businesses in the 21st century.
- Understand how to create and use basic digital content and know when to use expert help.
- Understand what makes an effective presentation (content, structure, visuals, right digital format)
- Possess basic ability to use at least one of the common tools for developing presentations
- Understand the use of images in digital content.
- Get some basic understanding of the available tools to modify images online and offline.
- Taking images, and finding images to use.
- Image editing on Instagram, Facebook.
- Understand why you need infographics and how they will help you convey an idea or information
- Possess basic ability to use at least one of the common tools for developing infographics
- Understand the main sections of an entrepreneur’s web site
- Understand how to create and register a domain name
- Be familiar with some of the free online platforms for website development and understand when to use external consultants
- Awareness of the concept of SEO and analytics
- Publishing content on website and
- How to disseminate content to target potential users
- Understand the principles of copyrights and Creative Commons licenses for using, modifying and sharing digital content
- Be aware of free databases of digital photos and other digital content

ANNOTATIONS

The following icons are used in the text with the meaning indicated.

Icon	Used as
	Concepts & Theory
 Resources & Links	Resources & links the student can use for further reading
	Review Exercise
	Tasks to be performed by student individually
	Tasks to be performed by students in groups

MODULE OUTLINE

The course is implemented using a blended-learning approach and includes 6 hours of classroom and 6 hours of e-learning

- **Context and formats of digital content to support entrepreneurship**
 - Planning content for website
 - Planning content for dissemination
- **Creating presentations**
 - Learn the basic principles of creating effective presentations
 - Create a simple presentation to present the business idea
- **Creating and editing simple photo and video content**
 - How to effectively communicate your business visually
 - Modifying images
 - Modifying and publishing images as posts on Instagram and Facebook
- **Developing simple infographics**
 - Learn the basic principles of creating effective infographics and why they are useful to your business
 - Create at least one infographic to represent the business
 - Publish the infographic(s) online
- **Introduction to principles and tools for webpage development**
 - Browse websites
 - Domain names
 - Create a simple website
 - Learn the basic concepts of SEO and analytics
- **Publishing, storing and sharing digital content**
 - Understanding web platforms
 - Publishing content on web platform
 - Use links for dissemination
- **Intellectual property rights**
 - Learning about IP and Creative Commons
 - Learn about free databases of digital photos and other digital content

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LESSON 1 - CONTEXT AND FORMATS OF DIGITAL CONTENT TO SUPPORT ENTREPRENEURSHIP

After completing this lesson, you should be able to:

- Understand the term “digital content” and the different formats.
- Understand why digital content is crucial to businesses in the 21st century.
- Understand how to create and use basic digital content and know when to use expert help.
- Have the basic skills to create simple digital content
- Manage and edit simple digital content

1.1 CREATING DIGITAL CONTENT - OVERVIEW

Concepts

Digital Content for your business includes everything on how you present your business online, the words you use to describe your business, your websites and different social media platforms or news articles.

Contextualizing your business across all these different digital media can be a challenging and overwhelming task. Therefore, it is important to develop a digital content strategy. A digital content strategy can outline which content you will need to create, the platforms on which you will share the content, and how to reach users, visitors and customers. A digital content strategy can also look like a schedule.



From (c) 2016 Brain Traffic - Kristina Halvorson

To create digital content for an online business, you should first understand how digital content is used every day. Modern day digital content is quickly replacing paper content. Consumers around the world are increasingly consuming digital content *en lieu* of analogue content. For example, instead of reading a magazine or a book on public transportation users may pass time in public transportation reading from their mobile phones, tablets, eBooks or laptop. This also creates new value and possibilities for channels, and websites. There are increasingly entrepreneurs whose lifestyle becomes their brand in YouTube channels, blogs, or Instagram pages.

1.2 CREATING A WEBSITE

Concepts



There are many different free or low cost website platforms that you can use to start your business website. You can find some by searching for free websites on google.

Many entrepreneurs and businesses may choose to hire a professional to design and build a website for them, which they will then maintain when it is complete. However, it is also possible to start a website on one's own. There are a lot of options for free websites.

1.3 DEFINING THE RIGHT TYPE OF WEBSITE

Concepts

It is important to think about whether you want your online business to be more of a blog, or a basic website. There are key differences between each style, and some businesses can be supported as a blog, while other need a website.

Blog

Businesses that provide ongoing services such as consulting, counselling, teaching, and health may choose to present their digital content in a format that fits a blog. Blogs work like mini-journal entries presenting a stream of updates and new information. This format usually encourages more users who will follow your updates. Some blogs make money through advertising if they have a large enough following or engagement appears genuine. Consulting services, for example, may employ a blog by presenting

snippets of information that raise intrigue and show their expertise in the field, encouraging users to learn more about why their expertise matters and why it makes sense to hire them. A blog need not be very long, it can essentially comprise a post every few days. If you write a long post for a consulting business, you can re-use the content by presenting different aspects of the article in different posts over the course of a year. On social media you can re-share articles that are relevant for your business and post it commenting your own insight. It is not necessary to write a lot to blog, microblogging is very common. Additionally a constant stream of long posts may lose the attention of potential clients, so it is better to keep things short.



Website

A website for a business can often be quite static, in that it does not require many changes or updates. Websites are used to sell products that can be easily quantified. So for example if you run a business selling baked goods you can list the different types of baked goods you offer, the price of them, and customer can make a selection. You may choose to use an online shop where customers select how much they want and the product can be delivered to them, or they can collect it. It is important to mention you may offer special orders, in case a customer has a specific need in mind. Just like publishing, updating websites can take time, and if content from your business changes on a daily basis, some businesses may choose to post this on a social media platform such as Facebook, as this is faster and attracts the attention of more users.



1.4 WEBSITE CREATION PLATFORMS

Concepts

Here are some examples of website creation platforms. Visit the pages to get an idea of what the different platforms are like:



Wix

<https://www.wix.com>

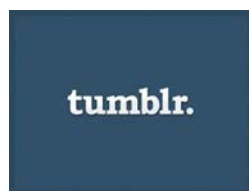
Wix is a very easy to use website wherein element can be manipulated by clicking on different elements of the website adding in text or images, deleting elements to make the website you need.



Wordpress

<https://wordpress.com>

Wordpress is one of the most common websites platforms. Similar to Wix, it comes ready with many themes and elements.



Tumblr

<https://www.tumblr.com>

Deciding on your web address

A web address, such as *www.seniors.com*, is more correctly called a Uniform Resource Locator (URL). In our example “seniors” is commonly called a *domain name*. Identifying a suitable domain name can be a challenge, as millions have already been registered and are therefore not available for use by new businesses. There are several apps and resources that can help you find the right URL.

It also helps to ensure that the URL that you choose can correspond to a social media handle, and for the same social media handle to be used across social media platforms. This is not necessary, but makes it easier for users to find it, and helps prevent your brand being confused with other similarly named businesses.

Learn how to create a website using WIX:

<https://www.youtube.com/watch?v=JKxOFCnM3fQ&t=429s>

Wireframing

<https://webdesign.tutsplus.com/articles/a-beginners-guide-to-wireframing--webdesign-7399>

When planning your website, one needs to decide on the structure of the pages and how they connect. Wireframing helps you create an overview of this structure. For an

online business it is important to take into consideration the order of navigation you present from your home page, what kind of short description you need about your business, what pages you need for your products, and how those products can be purchased.

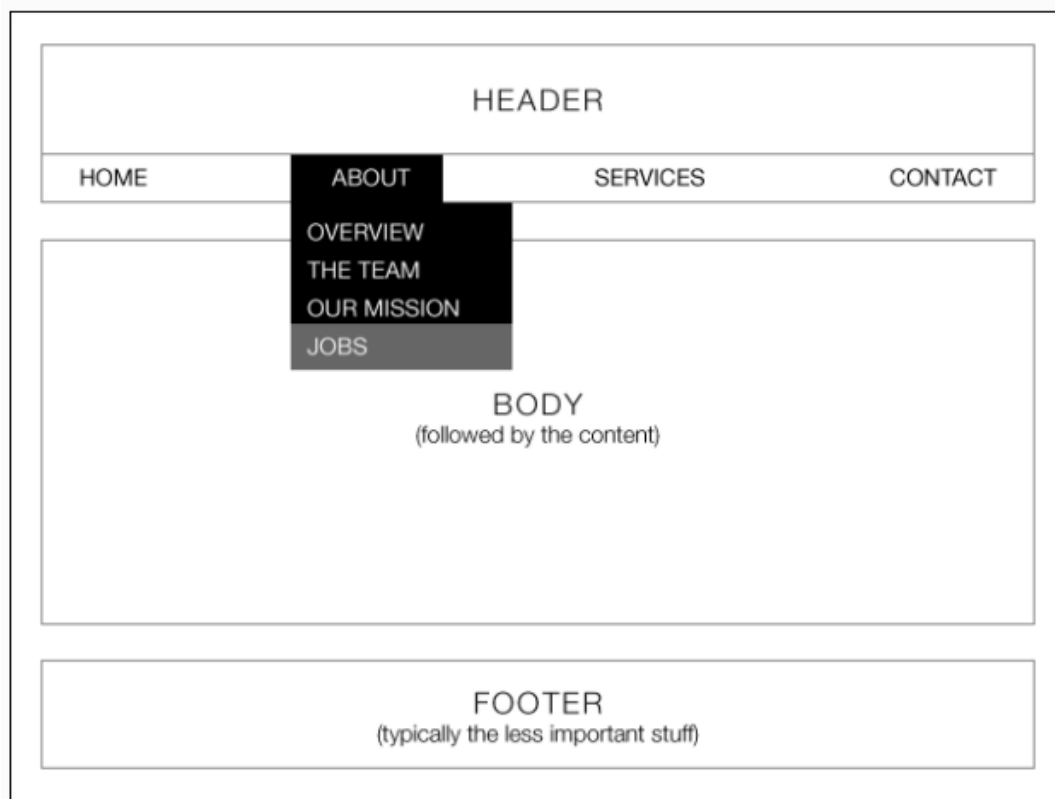


Figure 1

Wireframe template

1.5 DISSEMINATION OF DIGITAL CONTENT

Concepts

Dissemination of digital content



Dissemination is the process of communicating your content to potential new clients, customers and users. There is a big potential to reach new users around the world. A dissemination strategy can include using social media, advertising online, and sending newsletters.

Social media

Social Media can be a big part of your business digital content strategy. There is a lot of online content on social media, and conflicting information on what may be the way forward. There are no right answers or a correct strategy. A strategy that works, like “clickbait” could quickly come out of fashion.

It is also important to monitor your social media page for interaction with users: Posts or comments that may be automated, potentially offensive or off topic may have no relevance for your business, and not bring in new customers. A bad or offensive review, if made by a genuine customer need not always be hidden, some businesses may reach out to the customer, acknowledge the bad review and may offer a remedy for the customer. This helps show trustworthiness in your business, willingness to learn from mistakes, and shows your business care about customer satisfaction.

Users may engage by liking, commenting or sharing a post but may not click on the links going to your website. Social media analytics offered by all social media networks (search for analytics when logged into your account) can help you see how impactful your social media were. Even if there are no likes and comments, but you can see links to your website or web shop are being clicked-you can consider your social media

strategy somewhat successful. However, like, comments and shares by users on your social media channel help your social media feed reach the feeds of others, so you may consider a strategy such as including a question, holding a contest, or putting a nicer image that can easily be liked.



Many approach social media as an activity that is fun, personal and based on one's interests. Using social media for business purposes should be focused to achieve certain targets. These targets can be reaching a certain number of followers, directing users to different websites, or one's online shops. Social media can help build a business, reach more customers, but this should be done with a target in mind. This isn't to say that everything must be directed to a target, but if a channel is

used, it makes sense to make sure it has some purpose. Lack of objective may not harm the image of your business, but does not little to improve it-while it may take your time.

Social Media Organisers

Before we go deeper into various social media platforms, we would like to introduce you to social media organiser tools. These organisers can synchronise posts, monitor key hashtags, and get analytics for various channels.

It is important to say that few of these social media organisers allow you to see your page directly, they merely show content produced, but not necessarily content posted on your page, so it's a good idea to occasionally return to your page and monitor comments, reply to queries or comments. To ensure your business makes a good social media impression you may want make sure inappropriate comments are deleted.

Hootsuite

Hootsuite is a common social media manager. You can log into Hootsuite using a social media account and add many different channels. You can log in directly from your social media channel.



Upon logging in, your dashboard may look like this:

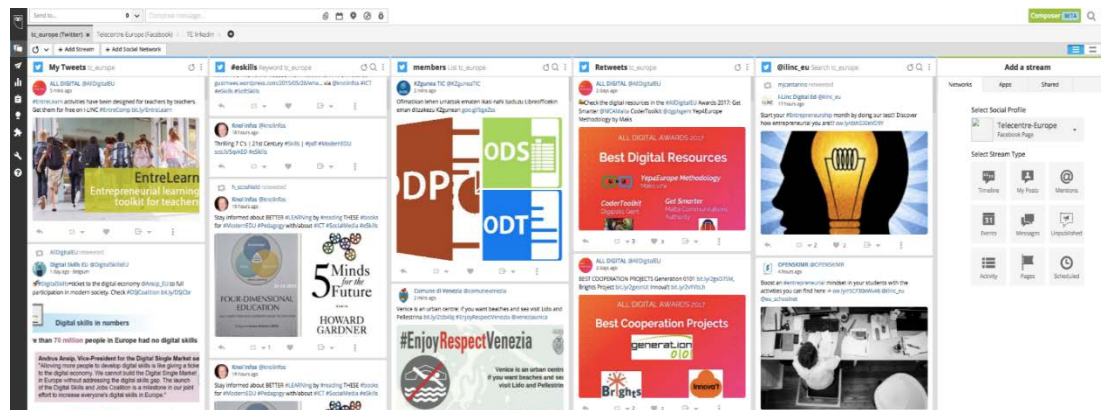


Figure 2 Hootsuite dashboard upon logging in.

The columns featured are streams: the first stream consists of tweets made by your channel, the second column consists of hashtags of trends you may follow. It is good practice to include hashtags that are relevant to your business in posts on Facebook, Twitter and Instagram. If you don't know relevant hashtags, you can use a tool like hashtagify, which lists the ten most popular hashtags related to a topic.

For example, say I want to run an online language learning business, I will search the term language learning in hashtagify (<http://hashtagify.me/>). The website reduces the hashtagify to language learning and produces 10 hashtags that are closely associated with language learning.

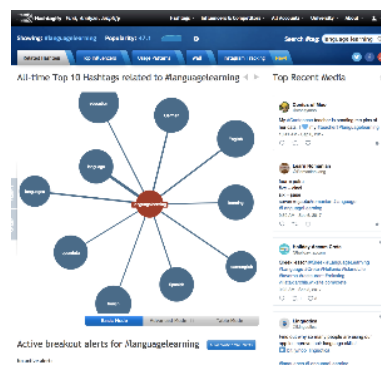


Figure 3 Hashtagify results showing top ten hashtags related to language learning.

These hashtags can vary depending on current trends. What is meant by this, if for example a popular cultural icon started learning a language, the name of that person may start showing up in these results. Using this as a hashtag however may not be relevant to the audience you want to reach out to, and may not be relevant next week.

These hashtags can help let you know what hashtags to include in a post, and monitor what is being shared by other accounts. This can help understand how to make messages that are distinguishing in your field of business, or better tailor your message to your clients.

Scheduling a post in Hootsuite.

First choose which account to send the post from. In this example, we will use twitter, you can select multiple accounts from which to send the same message (so for example you can send or schedule a message to be posted on a twitter page, a Facebook page and a LinkedIn page). You can find the part to schedule a post in the upper left corner.

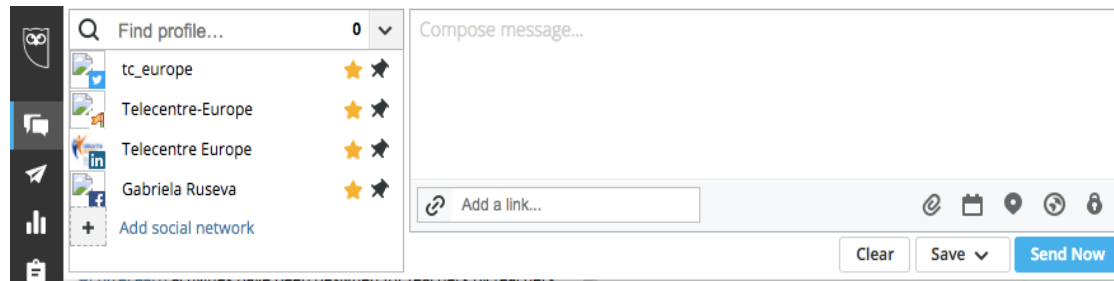


Figure 4 Scheduling a post in Hootsuite, first look.

Select the account, and start writing in the text box. Notice, at the lower half of the text box is a space to put a URL, where the URL of Facebook was added as an example.



Figure 5 Writing a tweet in Hootsuite, adding a link in hootsuite.

You can shrink the URL and you will get a shortened URL which can save characters and space in your posts. This is how the URL looks shrunk.



Figure 6 Shortening a URL in Hootsuite

You can also add an image to your post. Images draw more attention. Click on the paperclip to add an image, or any other attachment.

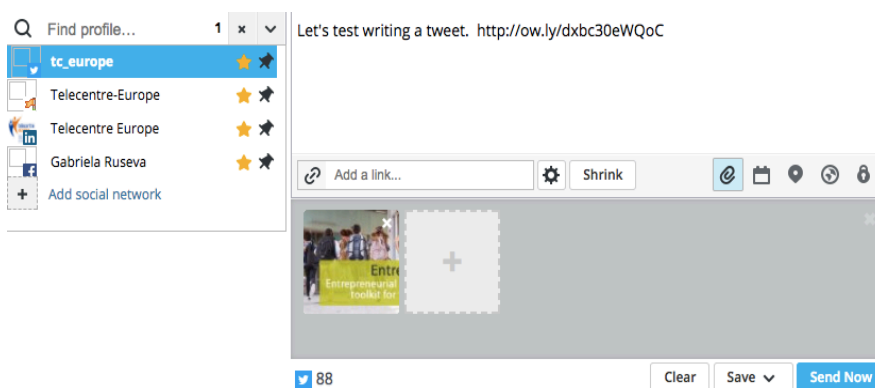


Figure 7 Adding an image to a tweet in Hootsuite

And finally, you can schedule your post to be shared at a certain time, by clicking on the calendar.

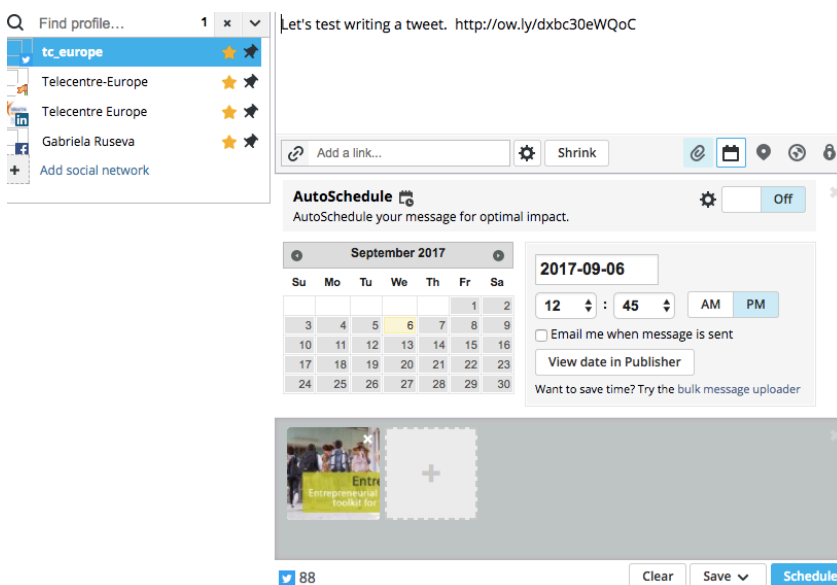


Figure 8 Scheduling a post in Hootsuite

Shortening URLs

You can use services such as <https://bitly.com/> to shrink URL's. By signing into bit.ly, you will also have the option to modify the URL. Bit.ly also gives you the option to customise URLs and edit. Bit.ly also tracks who has clicked on your URL, so through the analytics you can see how many people have clicked on the URL and where were they are from.

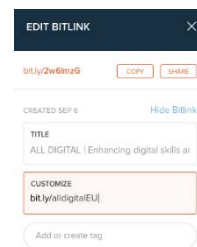


Figure 9 Shortening a URL in Bit.ly

Social Media posts



Facebook

Facebook is the most popular social media platform in the world. With over a billion users it would be the third biggest country on earth. Many businesses or organisations create a Facebook page to share information about their business.

Learn more about creating a Facebook page here:
<https://www.youtube.com/watch?v=4ccKTz3fTmU>

Facebook allows you to share images, videos, post live videos

Twitter

Twitter is a very popular platform that shares very short posts of up to 140 characters. Such posts are very good for staying up to date and participating in discussions.

Learn more about creating a Twitter page:
https://www.youtube.com/watch?v=2rUTIIM5_SQ

Facebook and Twitter names can be the same handle. As twitter has a character limit a shorter handle is better.

LinkedIn

LinkedIn is a social media page that is more career, professional or business orientated. On LinkedIn you may create a page for yourself and one for your business. Like Facebook you can share articles and updates

Instagram

Instagram is a visual social media platform. As there are fewer shares and you are less likely to see what other people like, hashtags are key to drawing in followers.

Learn how to create an Instagram account for business.
https://www.youtube.com/watch?v=uM_ZOGmApSQ

1.6 MARKETING ON SOCIAL MEDIA

Concepts

On any social media page, you may be prompted to boost, promote or sponsor your page or your post. This generally costs a fee, though on occasion you may be offered a discounted fee, or a free-trial to boost a post. Boosting/promoting/sponsoring a post means that your post will show up in the feeds of the followers of followers in your network, in the feeds of people or businesses in countries where you are not located. The benefit of this is you will reach new users, often users that already have some degree of connection to your business. You will often see an increase in the number of likes.

Before boosting/promoting a post, it is important you thoroughly read the rules about what can be boosted/promoted before you pay. For example, on Facebook you are not allowed to book a post that has more than 20% text in the image, nor anything that can suggest a prize or competition. If you post an image that has 50% text, your image will be boosted-however, after an often short period-of-time, you will receive a notification that your boosted/promoted post broke the terms of reference and your post is stop being boosted. You will only be charged the amount of money that your post was boosted for, and even if you edit the post, you will not be able to boost or promote that particular one. Terms of reference can change fairly frequently so try and stay up-to-date on them before each major campaign.

As marketing/promoting/boosting pages and posts on social media is complicated it is necessary to consider the advantages and disadvantages of marketing on social media. There has been some controversy with boosting posts with suggestions that people who like your post after you boost it are not real people but merely accounts that are paid to like pages. These followers will like your page, but show no interaction, click on your website or be potential customers. It's been estimated there are 80 million fake accounts on Facebook. It's been suggested you can curb the influence of fake followers on your account by targeting boosted posts to a more specific audience. Many people who run successful social media pages like on Facebook have noticed there was a time when the reach of their posts were reaching fewer users, apparently to prompt them to boost or promote a post.

Read the story "Who 'likes' my Virtual Bagels?" from a BBC journalist who create a fake Facebook page to research how much a Facebook "like" is worth and watch a video discussing the impact of fake likes on Facebook since the "virtual bagel" experiment.

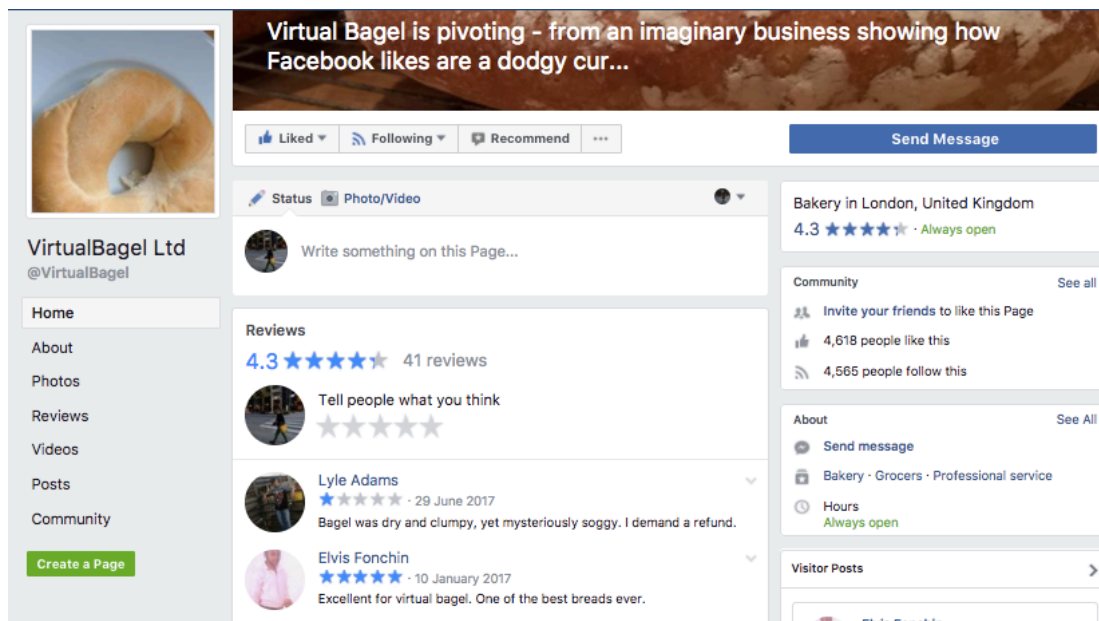


Figure 10 How much does a Facebook like cost? Follow the "Virtual Bagel" Experiment and find out!

On the other hand, a well-planned promotional campaign on social media can bring in more users and attention. If you have a blog-styled business, advertisers may contact you to promote their product on your page even if your followers are not real. Of course, if your followers are not real, advertisers will not see returns on their marketing investment on your page and may not continue to promote their products through your business. It is best to start promoting your product on social media feeds once you have developed a real audience-this will at least allow your page to be shared in the feeds of followers of followers. In the case of most social media networks, a hundred followers may be enough to boost your page. Knowing the drawbacks and risks to marketing on social media allows spend your marketing budget as wisely and efficiently as possible.

Alternatives to marketed posts

There are alternative to get more followers on social media pages without resorting to paid advertisement or promoted/boosted posts. For example, you can search for groups on Facebook and share your posts in groups that are relevant to your website or blog. It is very important to read the rules of group, most groups do not allow advertisement, so whatever post you share should be relevant to the discussion developed by the group. Groups can be found on Facebook, LinkedIn and Xing. You may also host contests where people can like and share a post to win a prize. Encourage customers to like and review your business. While you won't see the number of followers staggering up as fast as

1.7 GOOD PRACTICES FOR SOCIAL MEDIA

Concepts

It's good to read about social media practices to get new ideas on what to post on social media.

There are some social media practices that can help you gain popularity. It is good practice to engage with your followers, to like and thank them for good reviews, or friendly comments. It is quite common for to follow those who follow you, and like a post or two to show you are interactive. Use analytics provided by the website to measure the impact of your accounts.

Newsletters

Newsletters are another means of sharing content, and the best tool to manage mailing lists and create newsletter is mail chimp. Newsletters often have very low-open rates. Often just 10% of recipients of newsletter open the newsletter, and perhaps 1 percent of those will click on a link. Newsletters also risk going being filtered out from primary mailboxes. As they are time-consuming, and have very low-readership, some businesses may choose to omit writing a newsletter. If you choose to write a newsletter, keep it as short as possible, linking to articles for those who want more details. Frequency of a newsletter may vary depending on what is appropriate for your business.

1.8 ADDITIONAL RESOURCES

You may explore the following learning resources to enrich and upgrade your knowledge and skills.



Resources & Links

<https://www.forbes.com/sites/kymmcnicholas/2011/09/19/how-to-use-social-media-to-promote-your-small-business/#692078d13c50>

<https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/online-marketing/social-media>

<http://freshsparks.com/social-media-best-practices-for-business/>

1.9 REVIEW EXERCISE



To ensure that you have mastered the concepts presented in this lesson, you may attempt the following review exercise. Read the instructions carefully before you answer.

Activity 1:

Using the tools described above, start making a website, if you do not have one already. Plan the wireframes. Think about what content you need to include on your website, without writing down all the content, decide on the main points to be expressed in each webpage.

Activity 2:

Describe your business and use Hashtagify to find multiple terms that represent your business. If possible measure their reach by entering the terms on tweet reach and see how impactful these terms are.

Activity 3:

Using Hootsuite write 10 posts for each social media channel you expect to use, Schedule them in Hootsuite as practice.

LESSON 2 - CREATING PRESENTATIONS

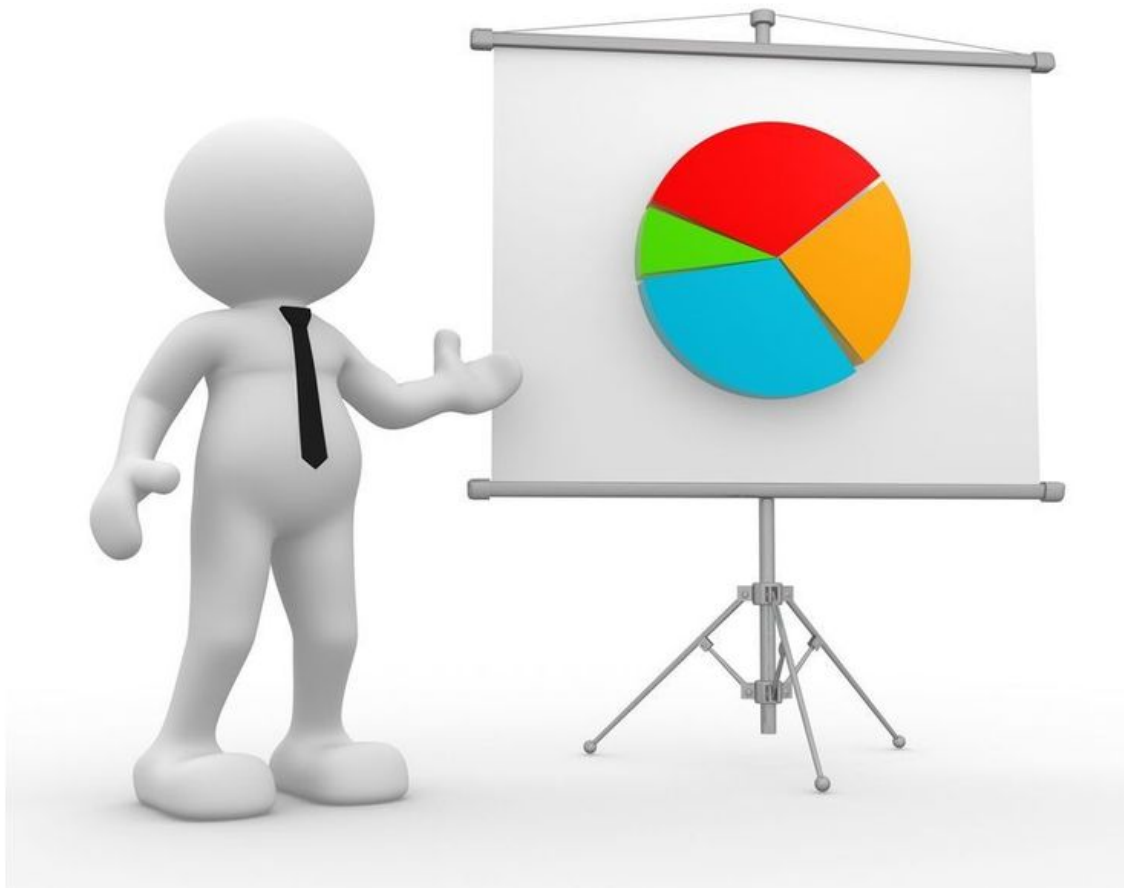
After completing this lesson, you should be able to:

- Develop basic effective presentations
- Know when and where to use presentations and understand the basic rules when making a presentation
- Create a simple presentation to present the business idea or a product you might want to sell
- Know the basics of engaging with your audience when making a presentation

2.1 PREPARING AN EFFECTIVE PRESENTATION

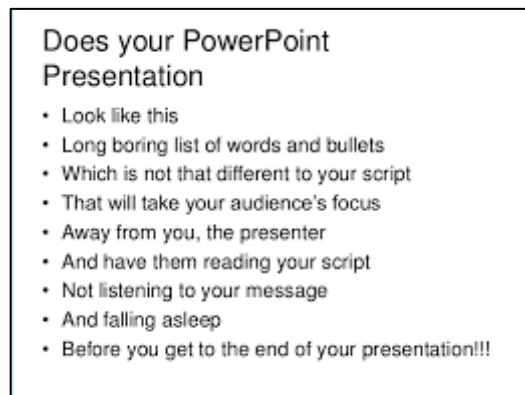
Concepts

In this unit you will start familiarising yourself with concepts related to making effective presentations and learning about content, structure, visuals and how to choose right digital format. At the end of this unit you will have the ability to use at least one of the common tools for developing presentations to develop an effective and impactful presentation of your business or a product.



A lot of businesses around the world use presentations to make their company or products known to a particular audience. Many of them already make a presentation in PowerPoint or in another presentation program/software. You have probably seen presentations made by companies, NGOs or even by teachers at school or university. Think about situations, where you thought: “Oh my god. What’s this? This is terrible.” So that particular presentation was probably too long, too loud, too colourful, with too much text or perhaps with too much animation.

So how best to start making a good presentation which will convey the important information in an easy to understand way and which will capture the audience? Let's have a look at the following pictures (the contents of the slides are not relevant at this point):



These are two examples on how a presentation could be. It really is important for you to think about the content you want to share and only after that you can start thinking about how to compose each slide. It only now that you can actually start working on your presentation. But let us start at the beginning!

Presentations often play an important role in marketing and business development. Whether speaking at a conference, making a new business pitch, interviewing with a client, or hosting a webinar, presentations can be a real differentiator—for better or worse.

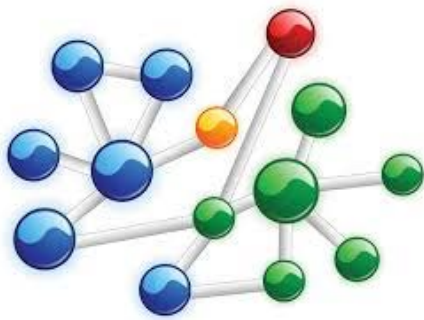
But as important as presentations are, they are often an afterthought. And many marketers and business people alike are satisfied with mediocre presentations at best and dreadful presentations at worst. The fact is, even though we're not all capable of making inspiring presentations like Steve Jobs, most presentations could be better! So here are some simple ideas to help you create more compelling and effective presentations.

The content of your presentation



As you probably know already, the content is the main part of your presentation and it should be treated with maximum attention. While any advice from specialists (as you will see from the other resources) will help you make your content more interesting, an effective presentation starts and finishes with great content. So use any effort you can to develop some good content for your presentation. We recommend you invest some time in finding out as much as possible about the product you are presenting – your audience will appreciate that!

The structure of your presentation



It is really important that you do not immediately start using some presentation software like PowerPoint or Prezi or any other applications. These can be distracting and you will end up focusing on animations and number of slides rather than the points. It is better if you use a simple word processor or even jot down words on a piece of paper.

Remember: your presentation is not impactful because of your slides – but because of its well-structured content!

The three-part structure of a presentation



This three-part structure of a presentation is a good start for you (even if not all presentations are like this, for practicing, this is an ideal way to begin).

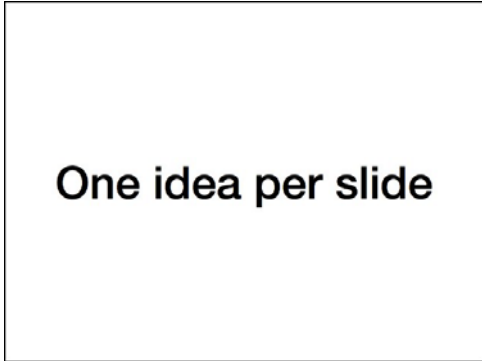
Part 1 – the beginning/introduction part. This is where you explain who you are, what they are going to present and why it is beneficial to them. It is in this first part that you get your audience's attention!

So hopefully they will keep listening.

Part 2 – The middle/main part. Normally in this part you provide details about your company or product. This is the part when you really engage your audience and build around your product/company – also this is where you must highlight the benefits of your audience. Use examples, tell stories, and display powerful data and statistics.

Part 3 – The end/closure part. At the end of your presentation you should recap the most important point you made during the presentation. Also, remind them about the benefits to them and what they are walking away with from your presentation. In some instances, you can end your presentation by telling one last short story, or putting up an image or an infographic which they will remember and associate with your presentation.

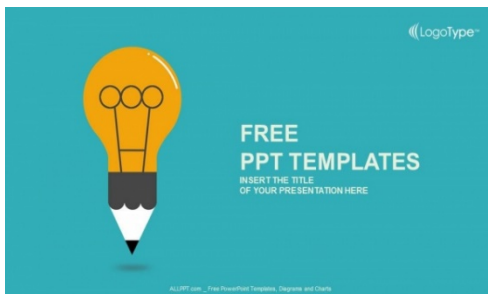
The one point/idea per slide rule



One idea per slide

Specialists in presentations recommend that presenters use one idea or point per slide. Do not try to insert too many points on each slide. The danger is that if you have too many points on a slide, the audience will be busy reading and understanding them, rather than listening to you. Better have a few more slides in your presentations rather than too few with many ideas and points crammed in together!

Your design is important



We have all heard the expression less is more! Your slides should be prompting you and supporting you in your presentation, not be a reading prompt! So keep slides simple!

Use bigger font and some nice images. Usually, you should use a font of minimum 24 if you are presenting in a face to face environment. Of course this depends on the size of the room, the way the audience is displayed around you and also the light in the room. Remember you only need to use a few words to make your point!

Regarding images, it has been proven that by the addition of some well-chosen images, an audience will retain 50% more of what is presented. But, do not use too many small images, and do not use various clip art stuff. The key is to insert images or graphics that are aligned with your message!

Make the design of your presentation professional and clean. If you have great content but you use a poor design, the power of the presentation can weaken a lot. Use the same template (a nice, pleasant and clean one) – do not mix and pick various designs which will make it harder for your audience to understand what you are trying to convey. Do not use too many animations, transitions colour backgrounds and fonts.

Connect with people while delivering your presentation



If you want to engage your audience, we are listing a few ideas that will help you connect. Of course there are many more ways, and these depend on your own personality. But the most important thing is to face the audience and not the presentation slides!

- Look at the members of the audience. Do not only fix your eyes on one or two people, or even worse, the screen!
- Speak loud and clear, perhaps just a bit louder than usual so that your voice is projected at the audience.
- Try to make your presentation a bit interactive – ask a question, move around the room – do not only stand in one place
- Keep the pace of your talking just right, not too slow or too fast
- Breather and count to 5 after making one of the big points

Prepare a good story



illustrations, case studies, etc. to help bring your points to life.

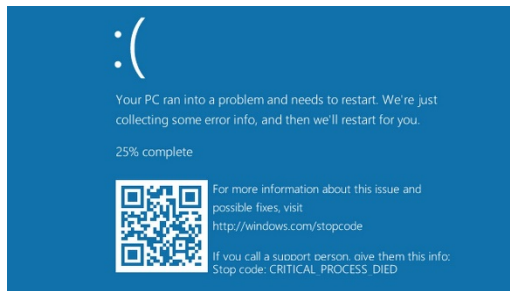
The best presenters in the world are also incredible storytellers. One of the best ways to engage an audience and make a lasting impression is to use stories and illustrations as a way to bring context and clarity to your points. Stories are usually much more engaging than raw information. So look for stories, examples,

Your audience will appreciate a good laugh



Not surprisingly, the best presenters, in addition to being great storytellers, are also generally funny people. So look for ways to inject some (clean and safe) humour into your presentation. Making your audience laugh will keep them alert, entertained and more likely to keep listening to your message. This is not to suggest that you should try to be a part-time stand-up comedian. But at the same time, in addition to educating your audience, it's always good to make them laugh every once in a while.

Never forget to check the technology



If until now you have focused on your content and how to engage your audience, it is now time to focus on the technology and IT aspects – below you will find some advice on how to prepare to avoid some technology disaster before or during your presentation:

- Do not rely on other computers (usually laptop) but bring your own
- Make sure you have cables, adapters, pointers, mouse and other possible gadgets ready, with fully charged batteries loaded
- Do not use too many videos in the same presentation
- If you need to make a live demo and need the internet, don't only rely on the internet connection in your room, but have a backup like sharing your data from your mobile. Even better, embed a video you might need directly from your laptop after having previously downloaded it.
- Take sufficient time before the presentation to prepare the room, test the equipment and make sure everything is in good working order.

Of course, we could go on with a lot more advice for you, but hopefully you have got the gist of it. Most important thing to remember though is that you have to prepare well for any presentation.

2.2 START PREPARING YOUR FIRST POWERPOINT

Concepts

What is PowerPoint?

PowerPoint is a presentation program that you can use to create, edit, and manipulate slides for on-screen presentations, sending via email, or promoting products or services on a web page. These presentations can be delivered to live audiences, or viewed individually (self-directed) by others at their convenience.

You can enter text, draw objects, create charts, or add graphics. You can choose to print a presentation or share it over the Internet.



Consider the following tips when creating a presentation:

- Use bullet points, or numbers to show procedural steps. Keep the number of points on each slide to a minimum (no more than six recommended), thereby keeping the text brief.
- Set up tables to summarize data, and make sure the data within the tables is legible.
- Include charts to show data patterns or trends, and also show the data sheet for reference.
- Include pictures of varying types. For instance, you might want to include the organization logo on every slide, or a picture of a new product with bullet points on its features and benefits.

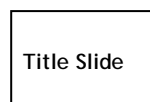
- Customize the master slide with the company logo, Web site address, and contact information to remind the audience of who you are and what you are presenting. You can then distribute copies to your audience with key points from your presentation.

PowerPoint includes many features to enhance the look of presentations, including the ability to set font and size, background colour of each slide, animation, or transitions that will help maintain consistency throughout your presentation. As with other design programs, use design elements with discretion to prevent the presentation from becoming difficult to view; for example, it can be difficult to read content if it's on a dark background even if the text is in a bright colour.

After creating a presentation, always consider having someone else review it to ensure you have the best content, design elements, and timing for your targeted audience.

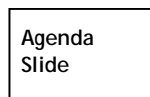
What Does a Presentation Include?

PowerPoint is used to build a presentation slide by slide. Those slides, shown in order, make up your presentation. Different slide types serve different functions.



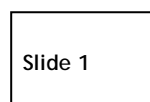
Title Slide

This is the opening slide that introduces the subject of the presentation. The title slide usually includes the title or topic, and a subtitle. The subtitle might be the presenter's name or the presenting organization's name, or it might be the date and location of the presentation.



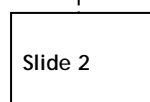
Agenda Slide

This slide usually lists the titles of all the slides in your presentation. The agenda slide is often the second slide in a presentation. It provides an overview of what will be covered, and can help the viewer grasp the flow of the presentation.



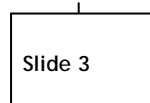
Title and Content Slide

This type of slide is the most frequently used layout. The layout controls which placeholders appear on a slide.



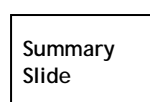
Support Content Slides

You can add various kinds of content to your presentation using different content layouts.

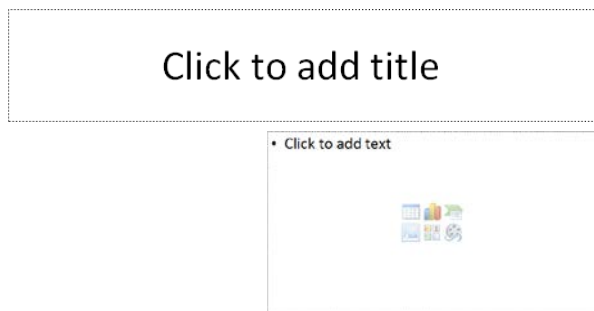


Summary Slide

The summary slide is the last slide in the presentation.



Each slide includes placeholders—a dashed-line box with a tip that tells you what you can use the box for. The blank slide layout, however, does not include placeholders.



You can click inside a placeholder to insert text or an object.

When you see a placeholder like the one at the right, click an icon in the box to insert that particular type of object.



As you position the mouse pointer over an icon, PowerPoint displays a screen tip indicating which type of object will be inserted when you click it.

To move from one placeholder to another on a slide, click the placeholder or press **Ctrl+Enter**.

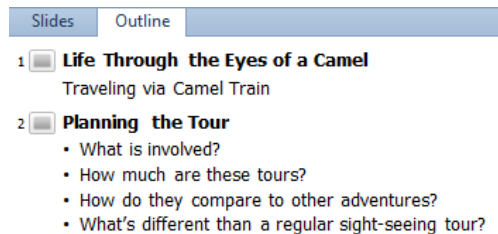
Creating Presentations


There are five different ways to create a presentation in PowerPoint:


Installed Templates	Use a pre-designed presentation with suggestions for text and application of colors, backgrounds, images, and so on; you can type the text and make design changes.
Installed Themes	Use pre-designed themes with specific backgrounds and colors; you can add additional slides and text to the presentation.
My Templates	Create a presentation using a template that you or someone in your organization has created.
From an Existing Presentation	Apply the content and design components from a previously created presentation to your new presentation.
Blank Presentation	Provides a blank presentation with only a title slide (no colours or design elements); you add your own content and apply your own colours, backgrounds, images, and so on.

Entering Text in the Outline Tab

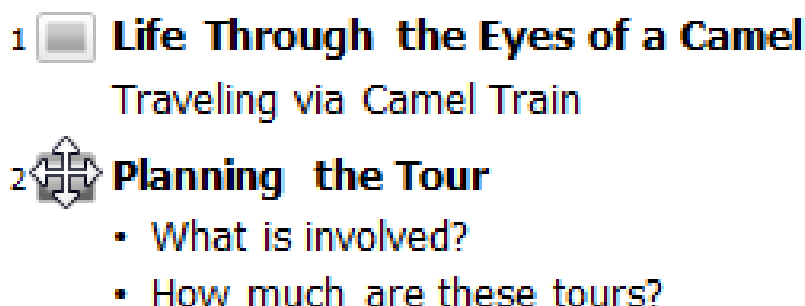
Use the Outline tab to insert most or all of the text for the presentation before inserting any illustrations or design elements. You can enhance the presentation using the Slide pane.



If the pane is too small to display the full name of each tab, the Outline tab will appear as .

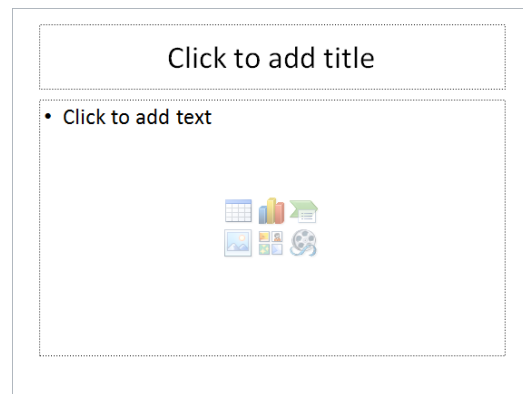
The first line next to the  (slide icon) is always the title of the slide. As you type here, the text appears in the Title placeholder box. If you press **Enter** after typing the title on the first slide, a new slide with the Title and Text slide layout will be added to the presentation.

- To insert text for the next text placeholder on the same slide, press **Ctrl**+**Enter**. If you press **Enter** after typing the title on any other slide layout, a new slide with the same slide layout will be added to the presentation.
- To move into the Bulleted List placeholder, on the Title and Content slide, press **Ctrl**+**Enter** after the title line. After typing in the first point and pressing **Enter**, a new bullet line appears.
- To move in a level or create a sub-point, move the insertion point to the beginning of the bullet and press **Tab**. This is also known as increasing the indent level.
- To move back to the previous level, move the insertion point to the beginning of the bullet and press **Shift**+**Tab**. This is also known as decreasing the indent level.
- To create a new slide after entering all the points in a bulleted list, press **Ctrl**+**Enter**.
- To select the contents of the entire slide, click the slide icon for the slide.




Entering Text in the Slide Pane

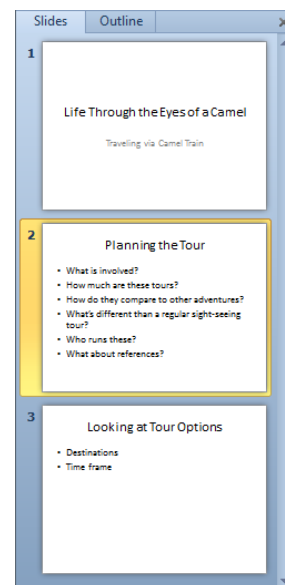
Use the Slide pane to insert or modify items on slides. Placeholders clearly appear on the slides, and serve as a guide concerning where to enter text.



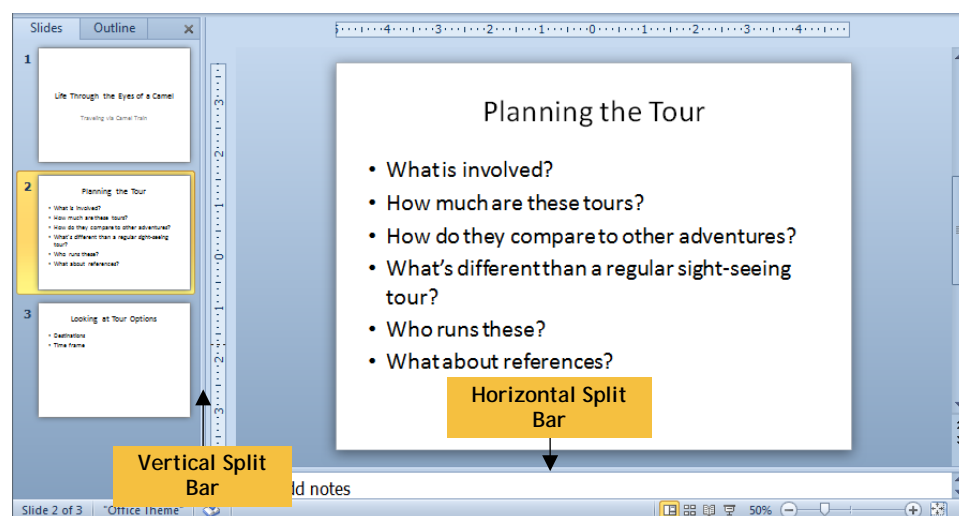
Note that the Slide pane and the Slides tab are two different things.

The Slides tab displays miniatures of your slides so you can see how the information flows or appears in different areas of the presentation. You cannot make changes directly to the slide in the Slides tab, as this is an “instant preview” of the presentation only.

The Slides tab appears as  if the pane is too small to show the full name of the tab.




Use the split bar between the Outline and Slide panes to show more or less of each pane. For example, to enter all the text first, drag the split bar to the right to show more of the Outline tab.



Saving a Presentation

It is important to save your presentations as you work. PowerPoint automatically assigns a .pptx extension to your files. You can also save the presentation as a .ppsx, which makes it a PowerPoint show that can play on a computer that does not have PowerPoint installed.

To save a new presentation or to save changes to an existing presentation, use one of the following methods:

- Click the File tab and then click Save, or
- On the Quick Access toolbar, click the  Save button, or
- Press **Ctrl+S**.


The first time you save a presentation, the Save As dialog box will open.

When you first save a new presentation PowerPoint suggests a file name based on the text entered on the title slide; you can accept this name or enter another name. PowerPoint also displays the default folder (such as the My Documents in the Documents library), or a folder designated by your school or organization.

To save an existing file with a new name, click the File tab and then **Save As**.

Closing a Presentation

Once you have finished working with a presentation, save and close it to clear the screen. To close a presentation, use one of the following methods:

- Click the File tab and then click Close, or
- Press **Ctrl+W** or **Ctrl+F4**, or
- Click the  Close button for the application.

When the last open presentation has been closed using one of the first two methods, the application window becomes grey and the only Ribbon tab available is the File tab. You use the File tab to open or create a new file.

2.3 ADDITIONAL RESOURCES

You may explore the following learning resources to enrich and upgrade your knowledge and skills.



<https://support.office.com/en-us/article/powerpoint-video-training-40e8c930-cb0b-40d8-82c4-bd53d3398787>

<https://www.youtube.com/watch?v=TpR740g1rPM>

<https://www.thinkoutsidetheslide.com/powerpoint-tutorials/>

<https://www.linkedin.com/learning/topics/powerpoint>

2.4 REVIEW EXERCISE



To ensure that you have mastered the concepts presented in this lesson, you may attempt the following review exercise. Read the instructions carefully before you answer.

1. Open PowerPoint and start creating a 3-5 slide presentation of your business.
2. After you include the text information, please include your company logo or a picture in each slide
3. Include a video on one of the slides
4. Exercise animation and graphics and decide which is best for your presentation and think why that is
5. Save the presentation on your computer in editable (PPTX format) and PDF format.
6. Send your presentation to one of your group colleagues for feedback.
7. Review and improve your presentation based on the feedback received.

LESSON 3 - CREATING AND EDITING SIMPLE PHOTO AND VIDEO CONTENT

After completing this lesson, you should be able to:

- Understand the use of images in digital content.
- Get some basic understanding of the available tools to modify images online and offline.
- Taking images, and finding images to use.
- Image editing on Instagram, Facebook.

3.1 THE IMPORTANCE OF IMAGES

Concepts

Images can be a cornerstone of your digital content strategy. In this module, we will explore different ways to create and edit images. We will also give a light overview on creating video content.

Where can one find images to use?

There are many ways to acquire images for free. A Google Image Search will give many results. It is important when searching for images to take into consideration the usage rights of the image.

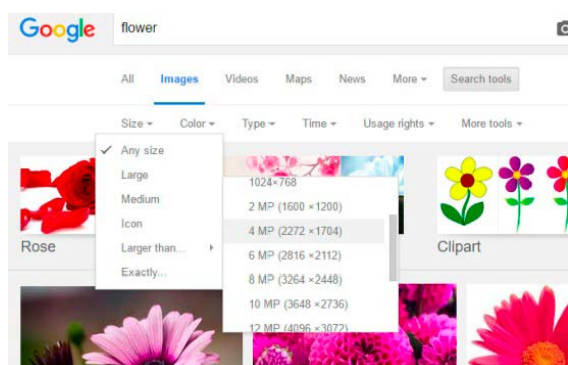


Figure 11 Google image search for flower. Notice the option to select usage rights.

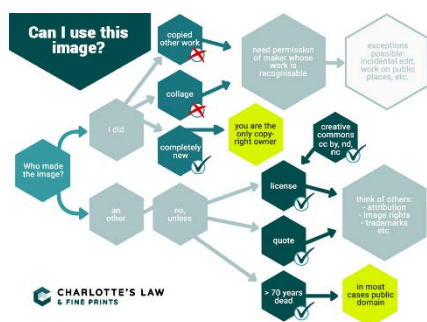


Figure 12 Can I use this image? You should know the usage rights of a image before you download it, share it, or modify it for your business pages.

Another website that can be used is Pixabay, which is a tool that allows you to search for images and all rights to the images are licensed to be used freely.

<https://pixabay.com/>

Alternatively, you can also create your own images with an image-editing programme that may already be on your laptop or PC (like Microsoft Paint) or online (for example Picmonkey).

Editing images with Picmonkey

Picmonkey is an online image editor that allows you to both create your own images, edit and collate images you may have taken yourself or collected through creative commons. When signing up for Picmonkey.

To use Picmonkey you can just click on the edit a photo option.

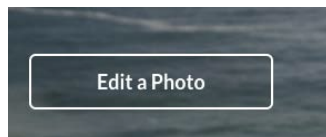


Figure 13 Click on this to directly get to editing a photo.

From that you will be guided to a template with an image already in place.

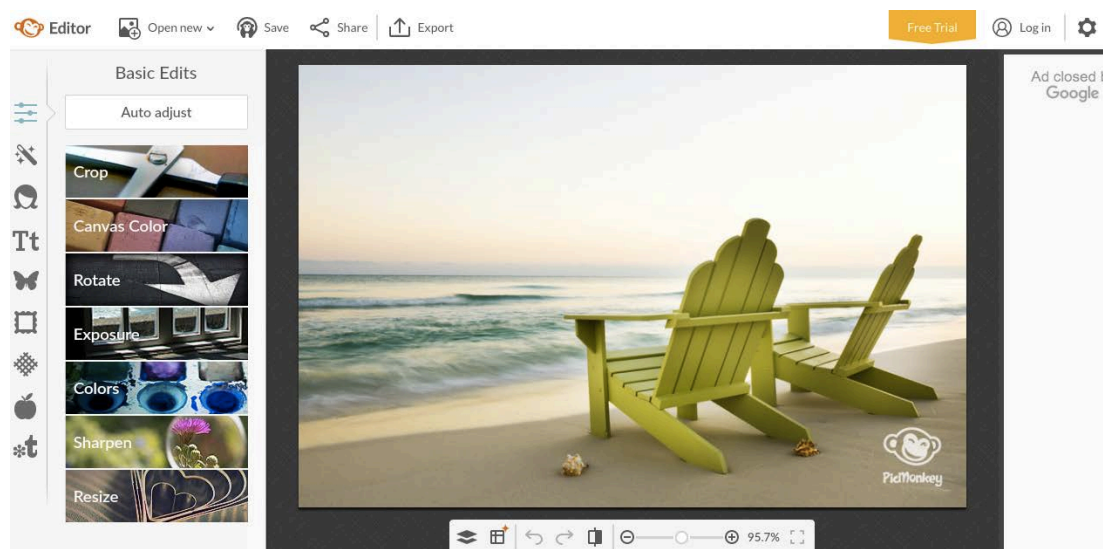


Figure 14 The template on Picmonkey.

By clicking on “open new” you can upload an image of your choice, from your computer or from your Facebook or Flickr account.

You can use the canvas colour option to select a background colour, from this you can add a text box and write a message. Messages like these can work quite well to capture users’ attention on social media. You will want to keep the message short and connect it to a link.

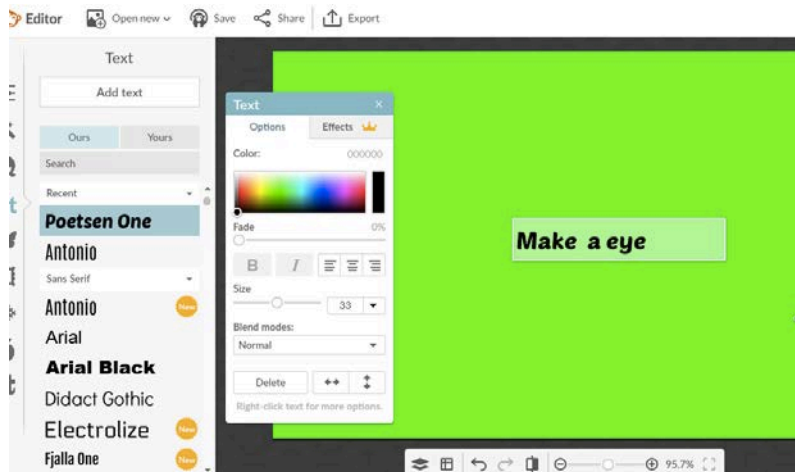


Figure 15 After changing the canvas colour, click on a text box and write a text.

You can also add overlays to include some graphics and help your message pop out more.

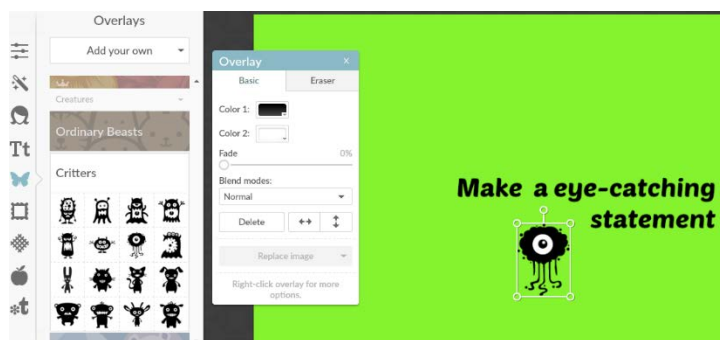
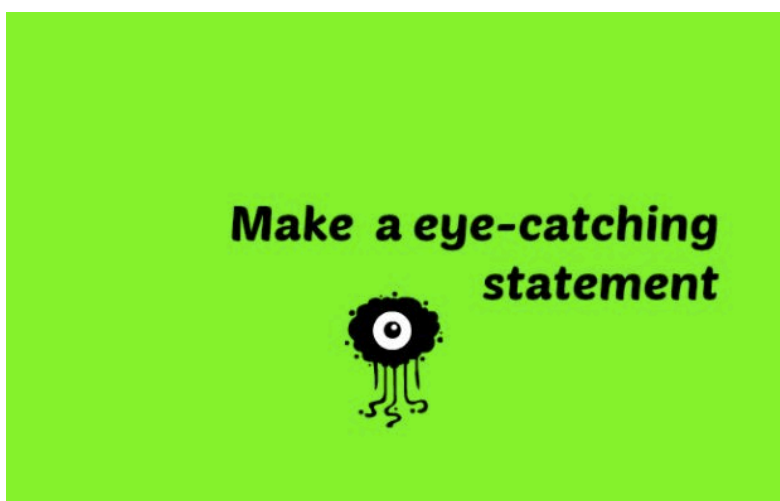


Figure 16 Insert a overlay.

This is the final product:



See how this looks like on a twitter feed:

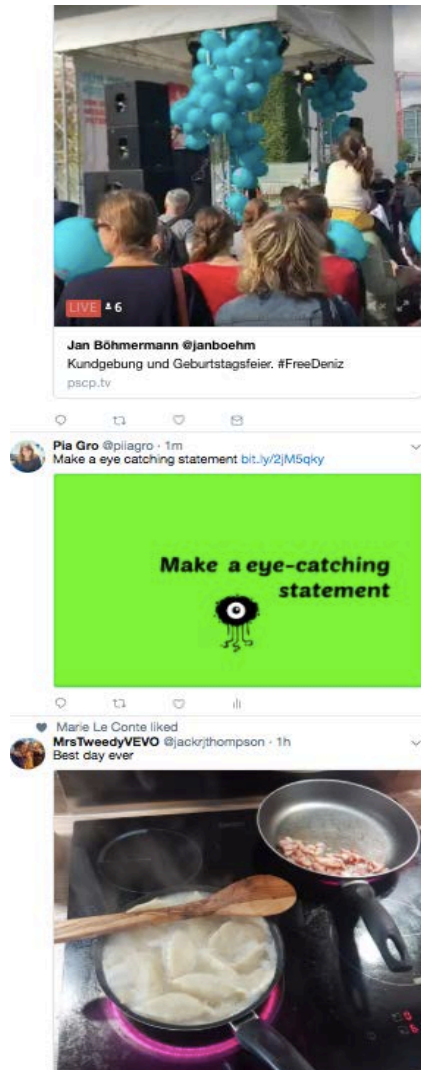


Figure 17 Notice how it pops out on a twitter feed.

3.2 ADDITIONAL RESOURCES

You may explore the following learning resources to enrich and upgrade your knowledge and skills.



Resources & Links

IMAGE

<https://petapixel.com/2014/07/03/best-free-online-photography-courses-tutorials/>

https://www.youtube.com/watch?v=NcIPME9X_r4

<http://www.companyfolders.com/blog/free-photoshop-tutorials-for-photo-editing>

<http://photodoto.com/50-photoshop-lightroom-photo-editing-tutorials-to-enhance-your-images/>

VIDEO

<https://www.quora.com/I-want-to-learn-video-editing-how-should-I-start-Which-application-is-best-for-beginners-Where-can-I-find-the-best-tutorials>

<https://lifehacker.com/5785558/the-basics-of-video-editing-the-complete-guide>

<https://www.shutterstock.com/blog/basic-video-editing>

<https://jonnyelwyn.co.uk/film-and-video-editing/free-video-editing-software-for-beginners/>

3.3 REVIEW EXERCISE



To ensure that you have mastered the concepts presented in this lesson, you may attempt the following review exercise. Read the instructions carefully before you answer.

1. Go to the Pixabay website
2. Choose an image that is representative of your business or one which you think you will be able to use to illustrate some aspect of your business
3. Save the picture on your computer
4. Edit the photo so it best matches your needs
5. Insert the picture on one of your business presentation PPT slides, in a leaflet you are working on or upload it on your business Facebook/Twitter page with an appropriate comment to promote your business.

LESSON 4

DEVELOPING SIMPLE INFOGRAPHICS

After completing this lesson, you should be able to:

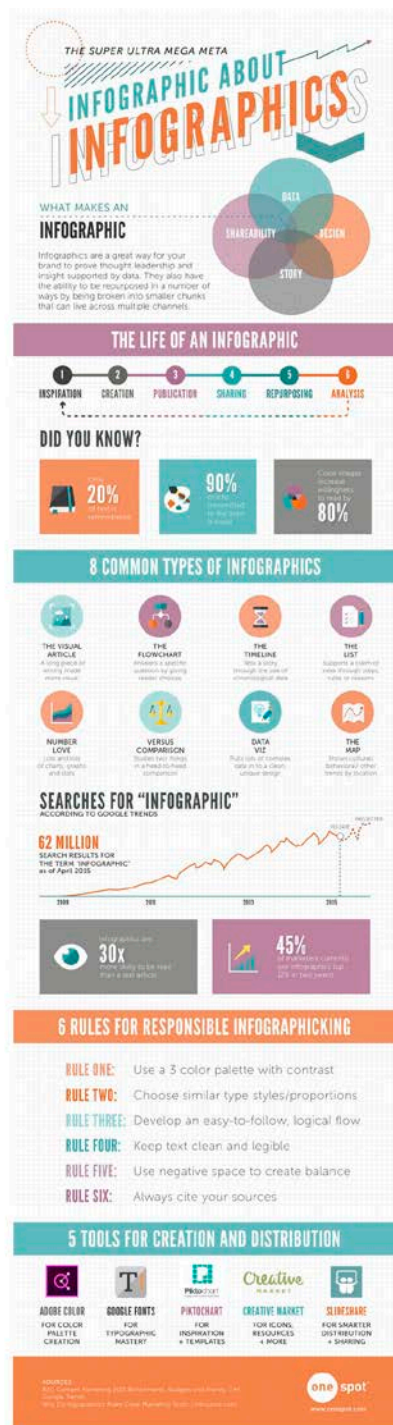
Be familiar with the most common digital social media.

- Be able to develop a simple Facebook page, events, and posts, perform Facebook advertisement activities.
- Be able to set up Twitter, Instagram and You Tube accounts.
- Be able to select and combine the most appropriate digital social media for marketing needs.

4.1 THE IMPORTANCE OF INFOGRAPHICS

Concepts

Infographics are visual representations of information, data or knowledge. It is an important tool in teaching, in business, in giving inspiration and in presenting information. It is one of the most powerful ways to communicate with complex data. Infographics simplify information in a visually engaging way in order to attract and inform a large audience – which is exactly what you are looking for!



This form of communication is a great marketing tool that can convey complex data in a visually appealing and easily absorbable way. (Which is perfect for the shortened attention spans of today's consumer!) Infographics have emerged as one of the most powerful content marketing tools as of late, and many business owners, publishers, marketers and content strategists are taking full advantage of their popularity.

The current level of online technology people have right now is nothing but spectacular. Just imagine how much information is generated on a daily, which according to research materials can reach up to 1.5 billion individual instances or units of content. Throw in more than 140 million tweets generated each day and top it all off with 2 million uploaded videos. If you're a business owner or a digital marketer, it is very easy for your content to get lost in the jungle – which makes it doubly hard for targeted customers to find you.

What you need is something that can really grab your targeted audiences' attention and you can do so by presenting Infographics. This highly graphical visualization tool is an innovative way of displaying content that can attract the attention of your targeted audiences and be easily understood and digested by them. Instead of telling them your story using scrolls of words, you present your

message using visual tools combined with innovative design elements that will truly give your audience an awesome visual experience.

If you're struggling with your content marketing efforts and are generating little or no relevant traffic that will convert into paying customers, then you need to greatly consider using Infographics as part of your digital marketing arsenal. There is just one simple rule to remember, and that is to give your targeted audiences a great sense of value, and the following will tell you that Infographics should indeed be part of your content marketing campaigns.

1) Infographics Can Easily Catch Your Targeted Audiences' Attention

Humans are visual creatures and because of this people are easily attracted to visual elements that attract their attention. People need the "optic nerve" activated in order to process the more than 90% of information that comes into one's mind, and all these are visual information. If words fail to capture the attention and imagination of your audiences, then perhaps visual elements like Infographics can do the job better.

A research conducted by Brooke Barnett and Barbara Miller which was published in the Newspaper Research Journal Winter 2010 article presents the importance of graphical or visual elements quite well:

"On their own, text and graphics are both useful yet imperfect methods for communication. Written language allows an almost infinite number of word combinations that allow deep analysis of concepts but relies heavily on the reader's ability to process that information. Graphics may be easier for the reader to understand but are less effective in communication of abstract and complicated concepts. ... combining text and graphics allows communicators to take advantage of each medium's strengths and diminish each medium's weaknesses."

If combined with well-written text, Infographics can be a very powerful tool to help your content cut through the information jungle and into your targeted audiences' brains. Humans naturally love facts, figures, stats and other graphical elements and if compelling enough, the information in your Infographics can really capture their attention.

2) Infographics Can Increase Your Brand Awareness

Infographics are designed to include relevant information about the creators which usually include the logo, website address, email or even contact information. This is truly a very effective way to increase your brand awareness and if used properly can easily increase your traffic by at least 12%, as what some publishers have experienced in their campaigns. Infographics goes beyond merely "telling" people about what your brand, products or services are – it "shows" them with visual content which is far more effective than mere paragraphs of text.

3) Infographics Can Make Your Content Really Go Viral

Information compiled by MDG Advertising highlighted that for content marketing, materials with visual elements like compelling images or graphics can generate 94% more views than simple text or content that does not contain any images. The same report also highlighted that press releases can generate up to 14% increase in page views if the article published contains a photograph. If the press release can include both photos and videos, an even greater 48% increase in viewership can be expected.

The main characteristic of Infographics is compelling visual content that are really attractive to many people so much, that most would want to share the same through their own networks and circles of influences. The result would be visual content that can really go viral as more people like and likewise share the Infographic through their social media channels.

4) Infographics are Portable and Easily Embeddable

One of the greatest characteristics of an Infographic as a visual element is its portability and inherent design to be easily embeddable. By including an embed code with your posted or uploaded Infographic, people can then easily integrate that embed code right into their blogs or websites. The embedded Infographic is automatically linked to your site, aside from the attribution and other backlinks they would include for using your material.

On top of that, Infographics are designed to include short, easily understandable text just to emphasize an important piece of information. This simplicity makes Infographics more palatable to non-English global users, making them understand your point through pictures instead of texts.

In this highly competitive and information-flooded global marketplace and environment, the key to online success is to get your targeted customers attention and interest. Using Infographics is an effective way of working towards this end using visual elements that are not only relevant, interesting and educational, but is also visually appealing and enjoyable to look at. This makes Infographics a very vital and effective tool that business owners and digital marketers should incorporate to keep all customer focus glued to what is most relevant of all – your content.

4.2. TOOLS FOR CREATING INFOGRAPHICS, CHARTS, AND DIAGRAMS

Making a useful, shareable infographic or chart takes some planning. For big projects or large sets of data, you might want to consult with a professional designer or somebody on staff with design skills. But if you're simply looking to create a polished chart, timeline, or other visualization, you can certainly accomplish it with one of the following tools:

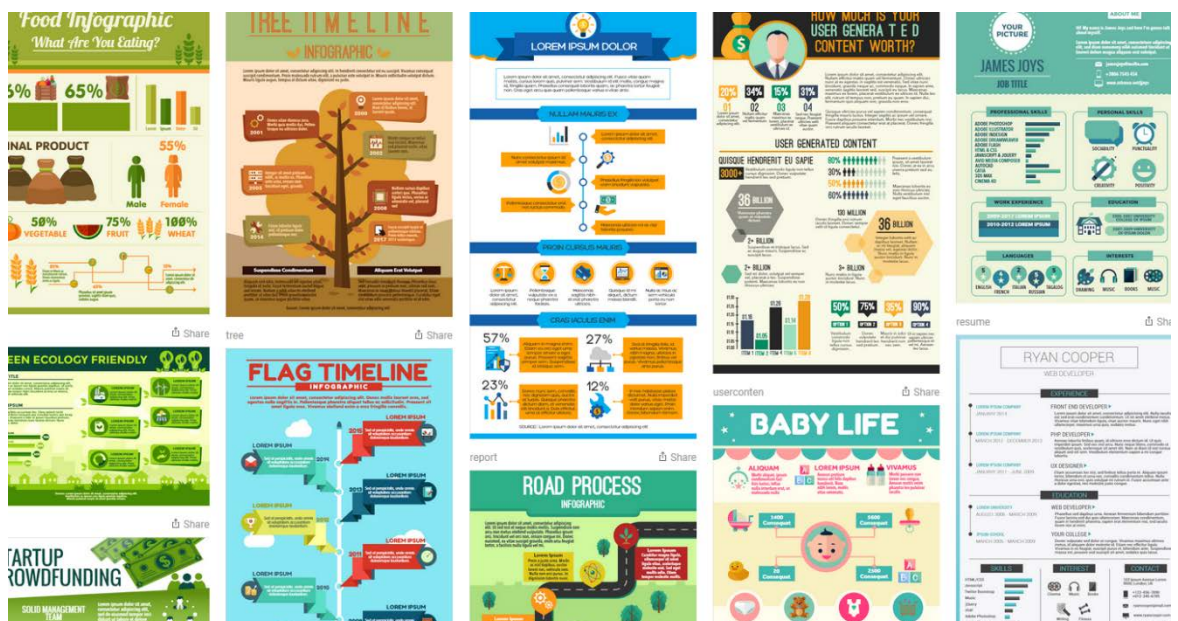
- With Easel.ly, you can either start from a scratch with a blank template or use one of the 15 "vthemes" (that's visual themes). The vthemes can be tweaked and changed with Easel.ly's simple web-based editor
- Infogr.am is a great infographic creation when it comes to making visually appealing charts. With the chart tool, you can import data from Microsoft Office Excel files or spreadsheets in CSV format. The tool will then automatically turn your data into a stylish, embeddable chart. You can pick from a variety of chart formats, such as table, pictorial, bubble, pie, and so on. You can also create infographics with Infogr.am, but it can be pretty limited as you only have a few templates to choose from.
- Piktochart is a versatile infographic app that lets you pick a theme, add your data, tweak it, and then save it in a variety of formats. The free version gives you three basic themes, a few customization options, and five slots for image uploads. There's also a monthly "pro" pricing plan that provides over 100 themes, more customization options, and isn't watermarked with Piktochart's logo. Piktochart doesn't require a contract or any sign-up fees so your organization can give Piktochart's professional package a whirl for a few months to test it out.
- Gliffy can be used to create professional-looking timelines, flow charts, Venn diagrams, and more. You can pick from a variety of shapes, symbols, lines, and other graphics to build your desired infographic. Like Piktochart, Gliffy has a variety of price plans, including a free plan. The free plan includes 2 MB of online storage (for hosting your graphics), supports image export, and offers a library of shapes and symbols.

4.3. MORE INFOGRAPHIC TIPS AND RESOURCES

Here are a few more tips and resources on creating successful infographics:

Before putting time and resources into an infographic, ensure that your data can be presented visually. Mashable advises sketching out a flowchart or a diagram on a physical piece of paper before arming up with a graphic design program or one of these online tools.

Additionally, before shelling out money for a program or professional designer, determine whether an infographic is the best medium for presenting your data. Urs Gattiker, Chief Technology Officer of ComMetrics, wrote in a blog post, "The question is, can viewers see the overall shape of the data more easily and quickly with infographics than any other visual aid?" If not, you might need to rethink whether an infographic is the right medium for presenting your information.



4.4 ADDITIONAL RESOURCES

You may explore the following learning resources to enrich and upgrade your knowledge and skills.



Resources
& Links

<https://venngage.com/blog/create-infographics>

<https://www.crazyegg.com/blog/beginners-guide-to-infographics/>

<https://www.skillshare.com/classes/Infographic-for-Beginners-I-Want-to-Create-Infographics-but-Do-Not-Know-How-to-Start./208923550>

<https://www.theguardian.com/guardian-masterclasses/2015/dec/11/infographics-for-beginners>

4.5 REVIEW EXERCISE



To ensure that you have mastered the concepts presented in this lesson, you may attempt the following review exercise. Read the instructions carefully before you answer.

1. Choose a free tool that allows you to build an infographic
2. Learn using that tool and check out various layouts
3. Think about how you can summarize your business in an infographic
4. Write down on a piece of paper or a flipchart sheet the main parts of your infographic and some statistics that are important when presenting your business
5. Compile a simple infographic and share it on social media with you colleagues.

LESSON 5 - INTRODUCTION TO PRINCIPLES AND TOOLS FOR WEBPAGE DEVELOPMENT

After completing this lesson, you should be able to:

- Understand the main sections of an entrepreneur's web site
- Understand how to create and register a domain name
- Be familiar with some of the free online platforms for website development and understand when to use external consultants
- Awareness of the concept of SEO and analytics

5.1 WEBSITES



Concepts

Web pages are like any other document, which means that they are made up of a number of essential parts which all contribute to the larger whole. For web pages, these parts include: images/videos, headlines, body content, navigation, and credits. Most Web pages contain at least three of these elements and many contain all five. Some may contain other areas as well, but these five are the most common you will see.

Images and Videos

Images are a visual element of almost every Web page. They draw the eye and help direct readers to specific parts of the page. They can help illustrate a point and provide additional context to what the rest of the page is about. Videos can do the same, adding an element of motion and sound to the presentation.

Ultimately, most Web pages today have several high quality images and videos to both decorate and inform the page.

Headlines

After images, headlines or titles are the next most prominent element on most Web pages. Most Web designers use some form of typography to create headlines that are larger and more prominent than the surrounding text. Well designed headline help break up the text of a page, making it easier to read and process the content.

Body Content

Body content is the text that makes up the majority of your Web page. There is a saying in web design that "Content is King." What this means is that content is why people come to your Web page and the layout of that content can help them read it more effectively.

Navigation

Most Web pages are not stand-alone pages, they are part of a larger structure - the website as a whole. So navigation plays a crucial role for most Web pages to keep customers on the site and reading other pages.

Credits

Credits on a Web page are the informational elements of a page that aren't content or navigation, but provide details about the page. They include things like: the publication date, copyright information, privacy policy links, and other information about the designers, writers, or owners of the Web page.

5.2 REGISTERING A DOMAIN NAME

Concepts



There are many good reasons to register a domain name, especially if you use your website for business purposes. First of all, let's recall the basic purpose of a domain name like smartwomen.eu – a means to easily identify the website for visitors, customers, and anyone surfing the World Wide Web (WWW). For most of us, identifying a website with an actual name is better than using an IP address, which is just a series of numbers (e.g. 123.45.6.789).

Anyone can buy a domain name. To do so, you visit a domain name registrar, such as GoDaddy or Namecheap, key in the domain you want to buy, and pay a fee. You can't buy just any domain, of course—only one that isn't already registered by

another person or business and that bears a valid domain suffix. In general, you'll want to buy something that is catchy and short so that it's both easy for people to remember, and easy for them to type in—like "SmartWomen," for example. That good search engine optimization (SEO) and it's also common sense. You might also want to do some research on key terms for your business. If you can get a good one into your site's name, that's all the better, from an SEO perspective.

You might find that many of the shortest, catchiest names are taken already, especially if you're entering a space that is already well represented on the Web.

If you're having trouble finding a domain name (whether because of crowding or cyber-squatters), check for a help facility on each registrar's site. Domain registrars typically house search engines that return a listing of available names similar to the one you want. When you search for a domain name at Namecheap, for example, you get both the status of that name and a list of suffixes available for that name. Maybe [Sitename].com isn't available, but [Sitename].biz or .org is.

5.3 SEO AND WEB ANALYTICS

Concepts

What is Search Engine Optimization (SEO)?

SEO is a marketing discipline focused on growing visibility in organic (non-paid) search engine results. SEO encompasses both the technical and creative elements required to improve rankings, drive traffic, and increase awareness in search engines. There are many aspects to SEO, from the words on your page to the way other sites link to you on the web. Sometimes SEO is simply a matter of making sure your site is structured in a way that search engines understand.

Why does my website need SEO?

The majority of web traffic is driven by the major commercial search engines, Google, Bing, and Yahoo!. Although social media and other types of traffic can generate visits to your website, search engines are the primary method of navigation for most Internet users. This is true whether your site provides content, services, products, information, or just about anything else.

Search engines are unique in that they provide targeted traffic—people looking for what you offer. Search engines are the roadways that make this happen. If search engines cannot find your site, or add your content to their databases, you miss out on incredible opportunities to drive traffic to your site.

Search queries—the words that users type into the search box—carry extraordinary value. Experience has shown that search engine traffic can make (or break) an organization's success. Targeted traffic to a website can provide publicity, revenue, and exposure like no other channel of marketing. Investing in SEO can have an exceptional rate of return compared to other types of marketing and promotion.

Why can't the search engines figure out my site without SEO?

Search engines are smart, but they still need help. The major engines are always working to improve their technology to crawl the web more deeply and return better results to users. However, there is a limit to how search engines can operate. Whereas the right SEO can net you thousands of visitors and increased attention, the wrong moves can hide or bury your site deep in the search results where visibility is minimal.

In addition to making content available to search engines, SEO also helps boost rankings so that content will be placed where searchers will more readily find it. The Internet is becoming increasingly competitive, and those companies who perform SEO will have a decided advantage in visitors and customers.

Can I do SEO for myself?

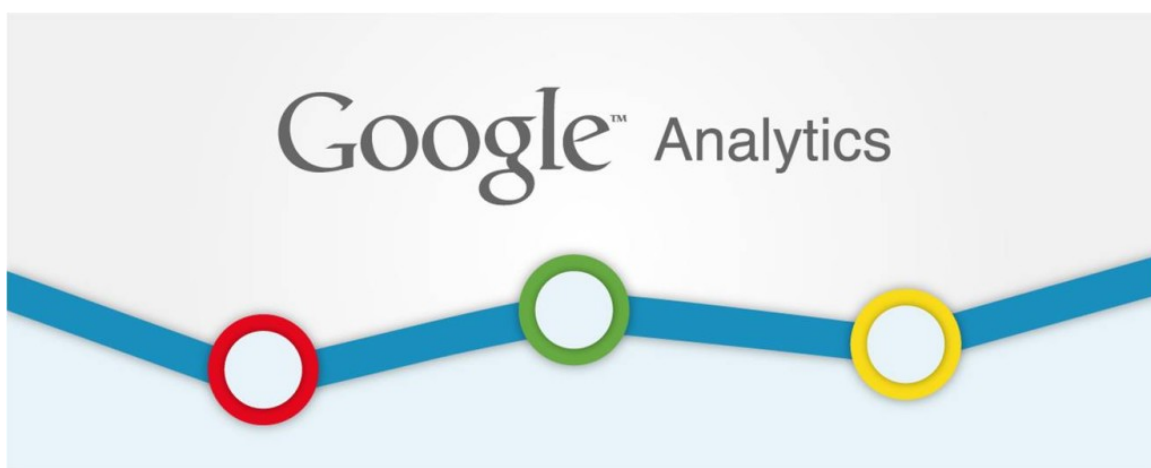
The world of SEO is complex, but most people can easily understand the basics. Even a small amount of knowledge can make a big difference. Free SEO education is widely available on the web. Combine this with a little practice and you are well on your way to becoming a guru.

Depending on your time commitment, your willingness to learn, and the complexity of your website, you may decide you need an expert to handle things for you. Firms that practice SEO can vary; some have a highly specialized focus, while others take a broader and more general approach.

5.4 GOOGLE ANALYTICS

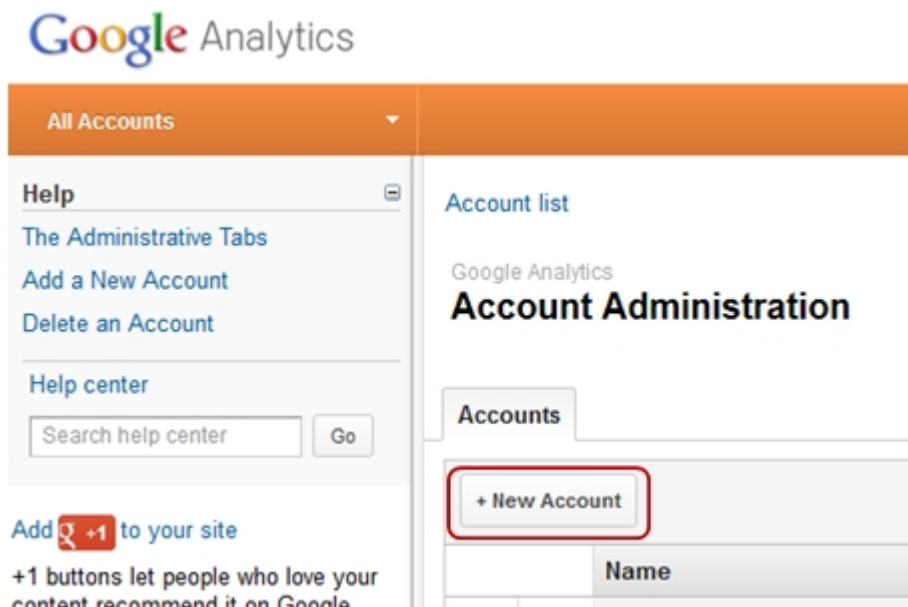
Concepts

Google Analytics is one of the best tools you can freely use to measure and improve your website. It deals with your visitors, user activity, dwell time metrics, incoming search terms, and what have you.



To start using Google Analytics to track your website's data, follow these steps:

- 0) **Go to <http://www.google.com/analytics/>** and create an account – or if you already have a gmail account, you can use that.
- 1) **Click on New Account.** This is where you will put all of the websites of one specific account.



- 2) **Select your Tracking Options.** This is pretty much a no-brainer. Of course, for this practical example, we're tracking a Web Site.

Accounts

What would you like to track?

Web Site

Track web sites whose HTML you control

App

Track interactions within Android and iOS apps

Setting up your web property

Website Name

Web Site URL
 Example: <http://www.mywebsite.com>

Industry Category ?

Reporting Time Zone

3) It's definitely up to you if you want to share your data with Google.

Setting up your account

Account Name

Accounts are the top-most level of organization and contain one or more tracking IDs.

Data Sharing Settings [?](#)

- With other Google products only** optional
Enable enhanced ad features and an improved experience with AdWords, AdSense and other Google products by sharing your website's Google Analytics data with other Google services. *Only Google services (no third parties) will be able to access your data.* [Show example](#)
- Anonymously with Google and others** optional
Enable benchmarking by sharing your website data in an anonymous form. Google will remove all identifiable information about your website, combine the data with hundreds of other anonymous sites in comparable industries and report aggregate trends in the benchmarking service. [Show example](#)

[Get Tracking ID](#) [Cancel](#)

4) Get your **Tracking code** by copying it. It will look like this:

This is your tracking code. Copy and paste it into the code of every page you want to track.

```
<script type="text/javascript">
var _gaq = _gaq || [];
_gaq.push(['_setAccount', '']);
_gaq.push(['_trackPageview']);

(function() {
  var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();
</script>
```

As the instruction said, copy it and paste it into the code of every page you want to track. Let a few days pass by and you'll get some data you can use in your Google Analytics dashboard.

5.5 ADDITIONAL RESOURCES

You may explore the following learning resources to enrich and upgrade your knowledge and skills.



Resources
& Links

<https://www.wikihow.com/Register-a-Domain-Name>

<https://searchenginewatch.com/2016/03/29/2016-guide-to-free-online-seo-training-courses/>

<https://seo-hacker.com/google-analytics-tutorial-beginners/>

5.6 REVIEW EXERCISE



To ensure that you have mastered the concepts presented in this lesson, you may attempt the following review exercise. Read the instructions carefully before you answer.

Activity 1:

Research more in depth about web pages, think how complex your website should be by following the advice in this lesson and align with the complexity of your business. Then sketch down the main parts of your website. It is better to think about your website for the long term, but to start in practice with less information and then continue to build it as your business progresses.

Activity 2:

Register a domain name with a registrar or directly with your national Top Level Domain Agency in your country. If you are not prepared to do the registration, exercise the steps and find out what domain names are available for your business by using the Whois function.

LESSON 6 - PUBLISHING, STORING AND SHARING DIGITAL CONTENT

After completing this lesson, you should be able to:

- Understand how and where you can store digital content.
- Manage content for your online business
- Use some online services for storing content such as Dropbox, Google Drive, OneDrive or another cloud service.

6.1 HOSTING AND STORING DIGITAL CONTENT

Concepts

Digital content creation is an important part of your digital strategy. Every piece of content you create—including eNewsletters, white papers, blog posts, case studies and more—should be carefully crafted and designed to drive prospects to your brand, multiply organic reach and increase conversions.

File hosting service, cloud storage service, online file storage provider, or cyber locker is an Internet hosting service specifically designed to host user files. It allows users to upload files that could then be accessed over the internet only used by the user of the phone after a password or other authentication is provided. Typically, the services allow HTTP access, and sometimes FTP access. Related services are content-displaying hosting services (i.e. video and image), virtual storage, and remote backup.



The landscape of web service providers is incredibly competitive right now, and almost all of them offer generous free plans as an attempt to acquire long-term customers.

Almost all of these companies offer sub-par shared-hosting deals with deceptive pricing models. The pricing plans are usually not a good value, and you can achieve better results for free (or for very, very cheap) by using the tools described later in this lesson.

6.2 IMAGE HOSTING SERVICES

Concepts



Image hosting services are where you can upload images in the form of albums or individual images. Below you will find a few suggestions related to providers of such spaces – you can try them out and decide for yourself which one you find as a better solution for your business and use. You can of course also try out other services – you will find some additional advice and suggestions if you navigate to the Additional Resources section of this Lesson.

Flickr: Offers 1TB of space for free and has a very easy drag-and-drop system allows you to organize albums of your photos and collections of photos from you and other photographers.

Canon Irista: A free account gets 15GB of space

iCloud: Integrated into Apple devices, You can use up to 5GB of free space

What to Look for in a Photo Storage Site

A good photo-hosting service should offer six things:

- **Space**: Enough storage to keep all your photos in one place over the years at low cost.
- **Quality**: Your photos should be preserved in all their original high-res glory, not compressed beyond recognition.
- **Ease of Use**: You need to be able to upload photos easily, and edit them.
- **Ease of Access**: Finding photos by date, by tags or by other means should be achieved without hassle.
- **Shareability**: A good photo site makes sharing photos as easy as taking them, allowing you to post pictures to sites like Facebook, Twitter and others.
- **Printability**: You or someone else who likes your photo should be able to buy a print or put together a photo book easily.

6.3 FILE HOSTING SERVICES



Concepts

File hosting services allow you to store files externally, making them accessible to you through any device and anywhere. They can also be a valuable way of organizing your files.

Dropbox: Is an application for storing and sharing your files across computers. You can use 2GB for free.

Google drive: Like Dropbox, allows you to store and share your files across computers. You can use 15GB for free.



6.4 MANAGING CONTENT

Concepts

What is digital publishing?

Digital publishing (which is also referred to as online publishing or e-publishing), is the publication on the web or on electronic carriers of magazines, e-books, white papers, reports, or any form of content that is typically long form.

As more and more consumers use their tablet and mobile devices to consume content, the sector seen growth in digital publishing software and tools available to brands and publishers. These solutions have begun to vary from each other quite a bit, as they serve vastly different purposes within digital publishing.



Web apps or HTML/CSS-based content applications are stored on a remote server delivered over the Internet through a web browser. This means that readers never have to install anything. The applications can be reached on any web-connected device, whether that be desktop or mobile.

READZ

Readz helps marketers and media companies create beautiful digital experiences with an easy-to-use creation platform and integrated marketing stack - no coding or templates necessary. Readz offers a drag-and-drop visual editor.

ZMAGS

Zmags offers content creation software without the code. Zmags value proposition for its clients is that they will stand apart with rich digital experiences...powered by Zmags easy-to-use content creation software platforms.

SharePoint

A collection of cloud- and web-based technologies that makes it easy to store, share and manage digital information within an organization.

Joomla

A free and open source WCMS built on an MVC framework. Joomla is written in PHP and offers features such as caching, RSS feeds, blogs, search and support for language internationalization.

Oracle WebCenter

Oracle's portfolio of user engagement applications built on their own development framework and offered at a per-CPU licensing cost. Three main products make up the suite: Oracle WebCenter Content, Oracle WebCenter Sites and Oracle WebCenter Portal. One of Oracle's major features is that content can be centrally managed in one location and shared across multiple applications.

6.5 ADDITIONAL RESOURCES

You may explore the following learning resources to enrich and upgrade your knowledge and skills.



Resources
& Links

<https://colorlib.com/wp/most-popular-content-management-systems/>

<https://www.linkedin.com/pulse/top-5-digital-publishing-platforms-angie-fisher>

<https://www.joomag.com/>

<https://www.lynda.com/Digital-Publishing-training-tutorials/1210-0.html>

6.6 REVIEW EXERCISE



To ensure that you have mastered the concepts presented in this lesson, you may attempt the following review exercise. Read the instructions carefully before you answer.

1. Have a look at the various image and file hosting services described above
2. Choose the one that best suits your needs
3. Upload and store some of your images and files.

LESSON 7 – INTELLECTUAL PROPERTY RIGHTS

After completing this lesson, you should be able to:

- Understand netiquette
- Understand principles of copyright
- Understand basic issues of what the intellectual property rights are
- Have basic understanding of how to use and choose the Creative Commons licenses for using, modifying and sharing digital content
- Understand which free databases of digital photos and other content to use

7.1 NETIQUETTE

Concepts

As it becomes easier to contribute information to the Internet, the feeling of anonymity can cause some people to do things online that they might not do offline, or to disregard copyright or privacy issues.

Perceived anonymity, however, does not absolve individuals of responsibility for their online behavior, whether it is creating or modifying information, or communicating with others on a web site, Weblog, wiki, or chat room. Protect yourself and practice the same respect and common sense online as you would in face-to-face communications.



There is also the discussion of what is considered offensive, dangerous, or exploitive information. The world consists of people from various cultures, beliefs, and lifestyles; what one person considers inappropriate or offensive may not be recognized in the same manner by another person. For example, some countries that block their users from accessing any religious or spiritual web sites feel this is best for their residents while other countries consider this an extreme form of censorship. Another example would be web sites that support a particular race or lifestyle and are often considered to be controversial or promote “hate” – the owners of these web sites are choosing to express their views through a medium that is available to anyone with Internet access.

Unless a web site is deemed to have promoted an illegal action, the owner of the web site cannot be forced to shut down the site or change their message.

Some behaviour is inappropriate and should not occur online any more than it should in our day to day offline life. There may not be laws addressing certain types of behavior, but you are responsible and accountable for your actions online. Consider the following types of inappropriate behaviour:

- Pranks can be hurtful and should be avoided. Because of the assumed anonymity, the Internet is a prime arena for pranksters. For example, one person sends another an email saying the boss is unhappy and wants to see them immediately. Later, the prankster sends another email saying that they were “just joking.” Starting a hoax about a nonexistent virus is another kind of prank.
- Bullying online occurs when one or more people are hurt through constant, deliberate, hostile or malicious messages or posts. This includes harassment for any purpose. Bullying is not a harmless electronic action aimed at no one in particular. Bullying is targeted at real people, and it can cause severe stress, distraction and anxiety.
- Avoid “flaming” people. A flame is an email or chat room message that personally attacks the recipient. Such messages have no place in business or school communication, informal or personal communication, or instant messaging. If you have been flamed, it is usually best to ignore it. If you respond in kind, this may lead to an escalation which is referred to as a “flame war”.
- Avoid spamming people. As you learned earlier, spamming is the sending of unsolicited electronic junk mail. Aside from the fact that people expect to be able to engage in online chat rooms and forums without running the risk of opening themselves up to receiving spam, spam messages can harbor malware, and malware is dangerous.
- Do not ridicule or dismiss the opinions of others. People come from a variety of different cultures, traditions, and beliefs. Take care not to judge or respond in a negative manner to anything you see or read online. Remember that each person is as entitled to his or her opinions as you are to yours, and this should be respected online as well as offline.

7.2 INTELLECTUAL PROPERTY

Concepts

Information on the Internet is freely available for you to read, listen to, or otherwise enjoy. People create web sites for many reasons – to advertise, to educate, to entertain, to intellectually challenge. However, simply because information is

presented on a web site which you can access freely, that does not imply that information is free for you to copy, use, distribute or present as your own.

Any created work or invention is considered to be the intellectual property of the person (or organization) who created it. Essentially, anything created by an individual or group on their own behalf is owned by that individual or group; anything created by an individual or group under contract to an organization belongs to the organization that paid the “fee for service.”

Estimating the true value of intellectual property is not an easy or straight-forward task. For example, suppose ABC company develops a training course on creating laser pointers. How much is this intellectual property worth? Is it worth the cost of one book? The cost of enough books for an entire class? The cost of conducting the training class itself? The cost of three years of classes? How do you factor in the time and money spent on creating ABC company's particular style and method of instruction? Has the style and method evolved over several years of improving previous works?

As another example, consider that Peter has spent 10 years writing an opera. How do we calculate the value of this creative work? Do we factor in the software he used? Do we factor in years of musical training seminars that helped him refine his approach? Do we factor in the number of people who ask if they may stage and perform the opera?

The point is intellectual property is highly valuable, and it is often equally difficult to calculate the degree of loss or damage incurred by the individual or organization whose property was stolen. While it may seem like a small thing to "borrow" all or part of someone else's intellectual property, misusing it amounts to theft or piracy, and in some cases even industrial espionage.

7.3 COPYRIGHT



Concepts

Copyright laws were created to protect intellectual property. Copyright refers to the protection of any material, published or unpublished, created by an individual or organization. This applies to books, music, videos, essays, white papers, pictures, software programs, web sites, and so on.

A copyright is a law that gives you ownership of your intellectual property. It can cover anything that you create – a painting, a photograph, a song or a book – if you created it, you own it. Copyright law grants you, and you alone, specific rights over your

intellectual property. For example, you have the right to make and distribute copies of your work, perform or display your work publicly, or create additional works based on the original.

These are your rights alone. No one can make a copy of your painting, use your web site code on their web page, or perform a song written by you, unless you give your specific consent.

A copyright also gives you the exclusive right to sell your work. While it is difficult to determine the value of a work, the copyright guarantees that you and you alone have the opportunity to sell, lease or otherwise use your work in exchange for compensation.

Registering a Copyright

As soon as an original work is fixed in a material form (a picture is painted, or a poem is printed, or a piece of code is saved to a disk), the work is protected by copyright. Generally, copyright protection begins from the date the work is created, applies for the entire lifetime of the author, and extends fifty years after the author's death.

When you have created an original work, it is advisable to put a copyright notice at the bottom. The notice includes the copyright symbol ©, followed by the date of creation, followed by your name. For example: Copyright © 2017 SmartWomen Project. This is sufficient for asserting a copyright claim if someone violates your rights. For example, if someone posts your song on their web site without your permission, you can make a claim and they will be forced to remove it.

7.4 CREATIVE COMMONS



Concepts



Creative Commons (CC) is a non-profit organization that provides six different types of licenses for people who want to share their creative works or knowledge and retain the copyright. These licenses do not replace copyright but help the copyright owner to manage how the creative works can be shared or used.

Using a CC copyright license provides a standard method of allocating permissions on the creative work within the restrictions of copyright laws and also

ensures that the copyright owner gets credit for the original creative work. The copyright right owner can decide which license to use:

<p>Attribution</p>	<p>Others will be able to distribute, remix, tweak and build on your work, so long as you are given credit for the original works. This license type is the most accommodating and recommended for maximum distribution and use of the licensed materials.</p>
<p>Attribution – No Derivatives</p>	<p>Others can distribute for commercial or non-commercial purposes but it must be in its original form with credit given to you.</p>
<p>Attribution – Non-Commercial – Share Alike</p>	<p>Others can remix, tweak or build on your work for non-commercial purposes; they must give you credit and license the new work with the same terms of your license.</p>
<p>Attribution – Share Alike</p>	<p>Others can remix, tweak, or build on your work for commercial purposes; they must give you credit and license the new work with the same terms of your license. This license type is used by organizations such as Wikipedia who want to ensure the public has the freedom to use, modify or redistribute the original works as well as any derivatives of the original works.</p>
<p>Attribution – Non-Commercial</p>	<p>Others can remix, tweak, or build on your work for non-commercial purposes. You must be given credit on any new work and be non-commercial, they don't need to license the new works using the terms of your original license.</p>
<p>Attribution – Non-Commercial – No Derivatives</p>	<p>Others can only download the original works and share with others provided you are given credit for the original works which cannot be changed or used for commercial purposes.</p>

Licenses are also available where all rights are granted with the intent that the works are being placed in a public domain. In this scenario the owner is giving up all rights to the original works.

By providing an avenue such as Creative Commons to manage how copyrighted materials can be shared or used, this enables organizations such as Flickr, Google, or Wikipedia to make information available to the general public, in most cases without having to worry about violating any copyright laws. Information can be updated and distributed in a fair manner for the copyright owner, as well as the organization utilizing the license.

7.5 ADDITIONAL RESOURCES

You may explore the following learning resources to enrich and upgrade your knowledge and skills.



Resources
& Links

<http://ro.creativecommons.org/>

<http://creativecommons.org/>

http://en.wikipedia.org/wiki/Creative_Common

http://www.youtube.com/t/creative_common

<http://www.flickr.com/creativecommons/>

[http://freemusicarchive.org/curator/Creative_Common /](http://freemusicarchive.org/curator/Creative_Common/)

7.6 REVIEW EXERCISE



To ensure that you have mastered the concepts presented in this lesson, you may attempt the following review exercise. Read the instructions carefully before you answer.

Activity 1:

In this activity you will watch a short video about some basic rules of netiquette. In order to do this, navigate to your browser and type the following address in: <http://www.youtube.com/watch?v=6dRoclqDJh0> (or simply click on the picture below). You will be prompted to YouTube.

Activity 2:

We will now check to see how well you are doing with understanding the basic netiquette and online behavior. We have chosen an online netiquette quiz – you can also search to find other quizzes and related surveys.

Open your browser and type:
http://www.nku.edu/~rkdrury/experiment/netiquette_quiz.htm.

Activity 3:

Read in detail about general copyright issues following this link:
<http://en.wikipedia.org/wiki/Copyright>

Activity 4:

In this exercise we will be watching a video developed by the Copyright Clearance Center:
http://www.copyright.com/content/cc3/en/toolbar/education/resources/copyright_basics1.html