

7IN7

Business Websites



Small Business and Entrepreneur Seminar

Life **is** for sharing.



Small Business and Entrepreneur Seminar

1

Tell your story.



**What is your
business six or
seven word story?**



Spiral

“Your Local Community
Internet Services
Provider”



2

Decide how
you'll use it.



Information
Sales
Communication
Project Management
Public Relations & Marketing
Customer Service



Words (blog)

Images (Flickr)

Audio (podcast)

Video (YouTube)

Interactive (live chat)

Social Networking

(LinkedIn, Facebook,
Twitter, Ning)



3

Develop
your content.



Content is most important

Write the content.
Make it conversational
as if you were speaking
to a customer in person.

TIP: Record it first.



4

Choose
the technology.



Development Platforms

Editors

Content Management Systems
(CMS)

Online Templates



Development Platforms

Dreamweaver . Contribute

iWeb (Mac) . CoffeeCup (Windows)

WordPress . Drupal . Joomla

Intuit . Yahoo



5

Select your team.



Choose

Professional web developer

Online service

In-house (do it yourself)

The kid next door



And don't forget

copywriting

photography

videography

back up

back up

back up



6

Build your site.



Information Architecture

Create a list of what you want to convey to the people who visit your web site.



Information Architecture

Organize the list
and simplify it.



Information Architecture

Use that list to create simple quick-to-read titles.

Add “Contact” + “Privacy”

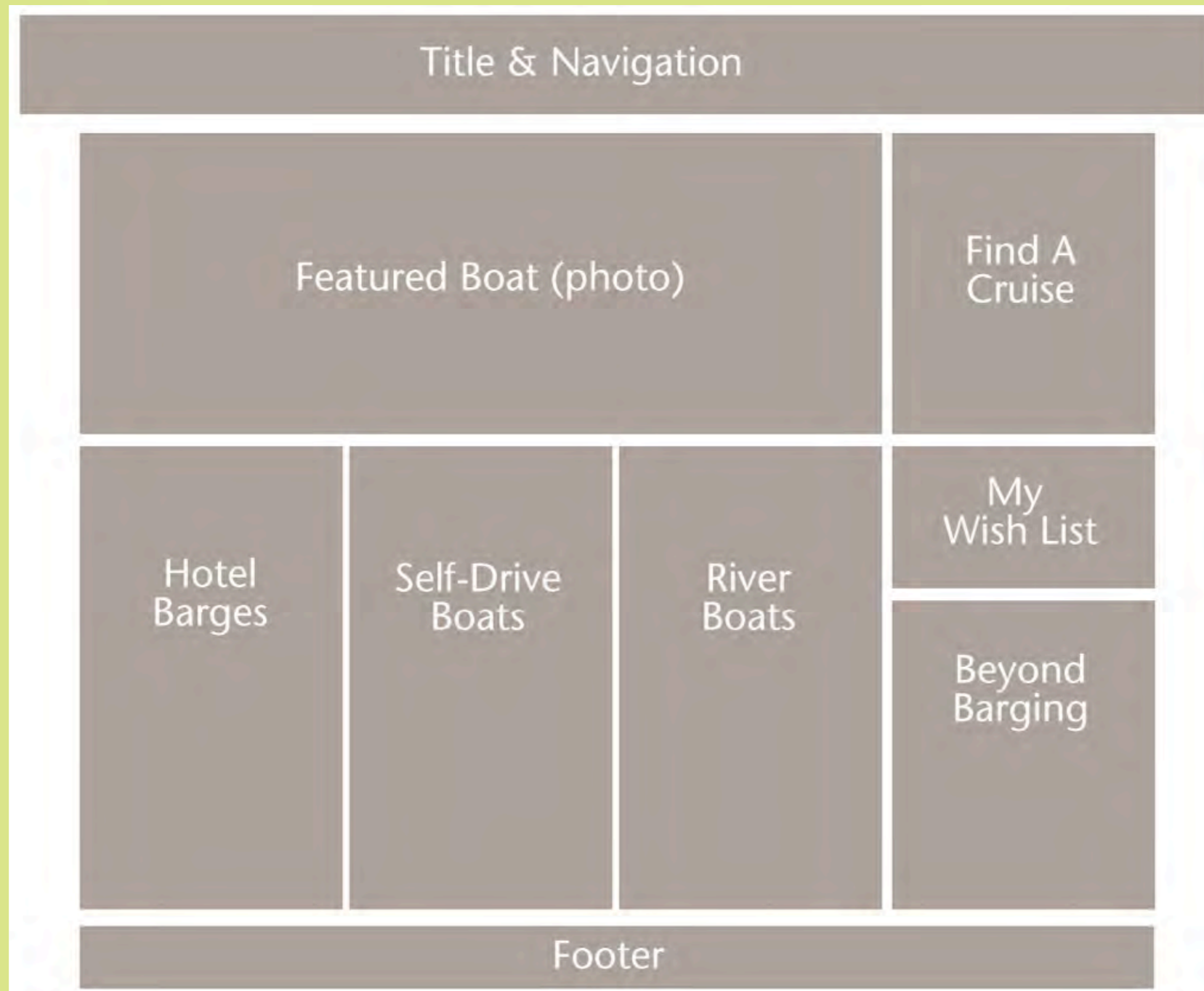


Information Architecture

This will be
your web site's
navigation.



Wireframe first



then Design

HOTEL BARGES SELF-DRIVE BARGES RIVERBOATS BEYOND BARGING FIND A CRUISE

THE BARGE CONNECTION

Luxury European Barge Vacations since 1998

(888) 550-8580

HOME CONTACT RESERVATIONS SPECIALS NEWSLETTERS TRAVEL BOUTIQUE AGENTS



Find A Cruise

Choose Country

Choose Region

Choose Barge/Boat Type

~ or ~

Search by Boat Name

~ or ~

Search by Theme Cruise


Hotel Barges



The Barge Connection is for Hotel Barging in Europe
At the Barge Connection we believe that travel should be fun, stress free and enjoyable – not just the travel part but the booking and planning as well. Our small but dedicated staff is committed to doing everything possible to help you realize the fun and enjoyment you deserve on your vacation.

We Know Barging in Europe
We also believe that first hand knowledge of a destination is paramount when deciding on travel plans. We represent only quality oriented vacations and want to use our first hand experience to help agents as well educating the traveler on the vacation benefits of barge

Self-Drive Barges



The Barge Connection Books Self-Drive Boats in Europe
At the Barge Connection we believe that travel should be fun, stress free and enjoyable – not just the travel part but the booking and planning as well. Our small but dedicated staff is committed to doing everything possible to help you realize the fun and enjoyment you deserve on your vacation.

We Know Barging in Europe
We also believe that first hand knowledge of a destination is paramount when deciding on travel plans. We represent only quality oriented vacations and want to use our first hand experience to help agents as well educating the traveler on the vacation benefits of barge

Riverboats



The Barge Connection has the Best Riverboats in Europe
At the Barge Connection we believe that travel should be fun, stress free and enjoyable – not just the travel part but the booking and planning as well. Our small but dedicated staff is committed to doing everything possible to help you realize the fun and enjoyment you deserve on your vacation.


We Know Barging in Europe
We also believe that first hand knowledge of a destination is paramount when deciding on travel plans. We represent only quality oriented vacations and want to use our first hand experience to help agents as well educating the traveler on the vacation benefits of barge

My Barge Wish List

Username

Password

Beyond Barging



The Barge Connection Helps You Plan Your Vacation
At the Barge Connection we believe that travel should be fun, stress free and enjoyable – not just the travel part but the booking and planning as well. Our small but dedicated staff is committed to doing everything possible to help you realize the fun and enjoyment you deserve on your vacation.

© 2009 The Barge Connection . Privacy Policy . Contact
Tel: 1-888-550-8580 in the USA or 1-530-274-0764 . Fax: 1-530-852-0932
2036 Nevada City Hwy. #311, Grass Valley, California USA 95945

VISA MasterCard American Express DISCOVER



7

Test your site.



A little story with big impact.

95959

WHAT WILL WE DO FOR

google

GOOGLE WITH A GOOGLEBIT?



It started with the local media.



THE UNION

TUESDAY, FEBRUARY 23, 2010 FOUNDED IN 1864 TO PRESERVE THE UNION ... ONE AND INSEPARABLE 50 CENTS

INTERNET SPEEDS 100 TIMES FASTER

Nevada City's bid to impress Google continues with meeting tonight

BY MICHELLE RINDELS
Staff Writer

If a simple application won't do, Nevada City hopes a parade down Broad Street might get the attention of the world's most popular search engine and land the city lightning-fast Internet connections.

Google is looking for at least one U.S. municipality with a high level of community support to test out 1-gigabit-per-second connections in a project called "Google Fiber for Communities." The speeds are 100 times than what most Americans use today.

"The U.S. in far too many places still lags behind many countries in Europe and Asia," Google spokesman Dan Martin told The Union. "While it's unlikely that our experiment will be the silver bullet that delivers ultra high-speed Internet access to the rest of America, our engineers hope to learn some important things from this project."

A local committee that calls itself 95959Google is meeting for the second time tonight at Nevada City Hall to plan the March 14 parade, a publicity stunt that will be filmed and edited into a short video showcasing the area. It will then be posted online for Google's consideration. Interested parties also submit basic information about their city to the selection committee.

"We're making the case to Google that we're the best place to do this," said 95959Google coordinator John Paul of Nevada City's Spiral Internet.

Community support, weather conditions and local regulatory issues will be factors in Google's choice of a host city, according to the project's Web site. Above all, "we're interested in deploying our network efficiently and quickly," the site added.

See INTERNET A8

[Comment on this story at TheUnion.com](#)



Some excellent organizing.



An informational web site.

95959google

WHAT HAPPENS WHEN 17,000 PEOPLE IN A RURAL SMALL TOWN ARE TOLD TO IMAGINE LIFE WITH A GOOGLEBIT? ... actually 70,000 when you include 95959, 95945, and 95949.

Google Fiber - Googlebits for 95959



Watch the video on YouTube, and post your thumbs up and comments in support of 95959google!

THANKS to our all-volunteer team of organizers and performers for the March and Rally on March 14. The sun was out, and we all came out to show Google that we're the perfect rural beta test site for 1Gbps Internet service. We submitted the Request for Information and are waiting to hear from Google.

google GUIDE

- [Community Resolutions](#)
- [Government Thumbs-up](#)
- [Flyover - Plotting lack of DSL services](#)
- [Student Survey](#)
- [Community Survey](#)
- [GoogleEarth Maps of Broadband in Nevada County](#)
- [Nevada County Connected](#)

What about those huge BEACH BALLS?

We've submitted the Request for Information, and people from around the world are watching the 95959google video. Let us know how we can use a Googlebit:

An asterisk (*) indicates a required field.

First Name *

Last Name *

Email *

Address *

Address line 2

City *

State *

Zip *

Type and Speed of existing Internet Service *

What would we do with a Gigabit?


Spam Protection
Enter this word:

Follow us



Home About Search

JEFF PELLINE'S SIERRA FOOTHILLS REPORT Feeds: Posts Comments
 (Photo: Carmel Gallery, Truckee)



Next "Think big with a gig" broadband meeting on Tuesday
 February 21, 2010 by jeffpelline

A group of Nevada City residents' effort to land 1 gigabyte per second broadband from Google in a community-wide competition across America is gaining traction.

The next meeting is Tuesday, Feb. 23 at 5 p.m. in the Nevada City Council Chamber.

"We had our first meeting on Friday in City Hall -- a good turnout," said John Paul of Spiral Internet.


Google is looking to experiment with the ultra high-speed service (100 times faster than what most Americans are used to) for 50,000 to 500,000 people.

There are three parts to the Google Fiber for Communities application process:

- *The submittal of the Request for Information or RFI (which John Paul and Chip Carmen will work on with a Round 2 Nevada County Connected grant application from the U.S. Department of Commerce).
- *A creative video to be posted on YouTube. (Suzanne Warren of Silver Avenue Pictures is heading this effort).
- *A public event in the streets of Nevada City on Sunday, March 14 at 1 p.m. "We need lots of volunteers to pull this off," according to John Paul.

Google's video of the project is here:


Google's experimental fiber network

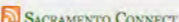


Posted in Uncategorized | 3 Comments

3 Responses

John Paul on February 21, 2010 at 4:04 pm | Reply
 Visit <http://www.95959google.com> and find out more.

 **sacramento connect**
 official partner

 SACRAMENTO CONNECT

The local bloggers.



Facebook.

The screenshot shows a Facebook profile for '95959Google'. The profile header includes the name '95959Google' and navigation tabs for 'Wall', 'Info', 'Photos', 'Discussions', and 'Links'. The main content area features a post from 'John Paul' stating that Nevada County Connected will partner with CENIC to bring greater Internet bandwidth. The post includes a link to 'NCC Potentially to Partner with CENIC | Nevada County Connected' and a brief description of the partnership. Below the post, there is a photo of John Paul and a link to 'Nevada County Connected' with the website 'www.nevadacountyconnected.com'. The left sidebar contains a search bar, a '95959google' logo, and several sections: 'Suggest to Friends', 'Subscribe via SMS', a news snippet about 17,000 people in a rural town, an 'Information' section stating the page was founded on February 10, 2010, and a '1,120 People Like This' section with profile pictures of Bradley Robert Compton, Anjali Devi, and Rachelle Bloksberg.



Twitter.

The screenshot shows a Twitter profile for the user **95959google**. The profile header includes the name, handle, and statistics: 1 following, 39 followers, and 0 listed. A 'fav star' badge is visible, indicating the user is a favorite. The main content area shows a tweet from **spiralisp** about Nevada County Connected potentially partnering with CENIC, with a link to a tinyurl. Below it are several tweets from **95959google** regarding Nevada County Connected's success in Round 2 of ARRA projects, the Governor's announcement of 30 recommended CA Round 2 ARRA projects, and the California Public Utilities Commission's review of the grant. The right sidebar contains navigation links for Home, Direct Messages, Favorites, Retweets, Lists, and Trending topics like 'Worldwide Change' and '#stuckonstupidface'.



Some regional media.

Font Size + -

Home
Blogs
Mobile
Video Library
Links & Numbers
Traffic

NEWS
Local
Earthquake Center
Politics
U.S. & World
Watercooler
More+

WEATHER
Current Conditions
Weather Blog
Video Forecast
Weather School

CONSUMER
Consumer News
Call Kurtis
Save With Dave
Recalls

Sacramento Area Local News

Great Video On CBS13.com

Veteran, Activists Clash At Rally

- UCD Student Becomes YouTube Celebrity
- 5th Graders Accidentally Get Sex Tape
- 'Talking' Cat At Shelter Causing A Stir

E-mail Print Share + Comments (2) Article Tools Sponsor:

Feb 23, 2010 11:43 pm US/Pacific

Nevada City Wants To Become Google Testing Ground

More Local News

NEVADA CITY, Calif. (CBS13) — Google has been looking for communities who are willing to test out their new ultra-fast internet networks, and a Nevada County city is eager to volunteer.

Many Nevada City residents are stuck with dial-up modems as the only way to connect to the internet, making the prospect of Google's fiber-optic network extra appealing.

Google's proposed infrastructure would deliver download speeds of up to 1 gigabit per second, more than 100 times faster than most American's broadband internet connections.

That would allow users to download a high-definition, feature length movie in less than five minutes.

"We're a center of high-tech HD video industry in our area, so there's a lot of people who come here who really need that broadband, even for

1 of 1 [Click to enlarge](#)

Residents of Nevada City met Tuesday to discuss ways to convince Google to bring fiber-optic networks to their city. CBS



HISTORIC Nevada City CHAMBER OF COMMERCE CALIFORNIA

[STAY](#)
[DINE](#)
[SHOP](#)
[PLAY](#)
[OUR PAST](#)
[TIE THE KNOT](#)
[VIEW OUR TOWN](#)
[LIVE](#)
[NEWS & EVENTS](#)
[INFO](#)

95959 Google on Sunday March 14
 March 3, 2010

We need your help!

Google is selecting cities to install super fast Internet access. To be selected, all we have to do is convince Google that they are welcome here and that we'll help them test their new technology.

Part of our invitation to Google will be a video to be filmed Sunday, March 14 starting at 1pm.

It isn't DSL. It isn't Cable. It isn't Satellite. Google's project will use light to deliver Internet speed more than 100 times faster than current DSL and cable speeds. That's 1 gigabit per second, which we're calling a GoogleBit!

95959 google
 WHAT WILL WE DO WITH A GOOGLEBIT?
Sunday March 14 NEVADA CITY
 Rain, snow or shine!
 Bring your potluck dish to the Miners Foundry before the rally!
 Bring positively creative rally signs!
 Rally gear, items, and more info at 95959google.com

RALLY 1 PM
 ROBINSON PLAZA
 MUSIC . SPEAKERS . THEATRE

MARCH FOR A GOOGLEBIT
 UNION ST THEN UP BROAD ST

PARTY 2-4 PM
 MINERS FOUNDRY
 MUSIC . DANCING COMMUNITY POTLUCK

95959google is a project of the City of Nevada City, Social Network, and developed in our community before receiving the support of our city. This notice is being published in cooperation with Nevada City.

Subscribe to Blog

Enter your email address:

or [Subscribe in a reader](#)

Pages

[Nevada City Events](#)
[Mardi Gras](#)
[California Preservation Conference](#)
[Amgen Tour of California](#)
[Nevada City Bicycle Classic](#)
[Fourth of July Celebration](#)
[Summer Nights](#)
[Constitution Day Parade](#)
[Fall Colors in Nevada City](#)
[Victorian Christmas](#)

Recent Posts

[Dinner for "Christmas Card" Screenwriter](#)
[Maps, Posters and T-Shirts on-sale at the Chamber](#)
[Fun Family Bike Event before](#)

The local Chamber web site



The big event!



Video on YouTube.



The screenshot shows a YouTube video player interface. At the top left is the YouTube logo. To its right is a search bar with the text "Search" and buttons for "Browse" and "Upload". Below the search bar is the video title "Google Fiber - Googlebits for 95959". Under the title, it says "95959gbit" with "1 videos" and a "Subscribe" button. The video frame shows a woman with long blonde hair, identified as Reinette Senum, Mayor of Nevada City. To her right is a white line-art logo of a wheel with leaves. Below the video frame is a playback control bar showing "0:16 / 8:39" and "360p". At the bottom, the video description reads: "95959gbit — March 25, 2010 — 95959google is Nevada City, California's submission to the Google Fiber for Communities initiative. Western Neva...". To the right of the description is a "6,071 views" counter.

YouTube

Search Browse Upload

Google Fiber - Googlebits for 95959

95959gbit 1 videos Subscribe

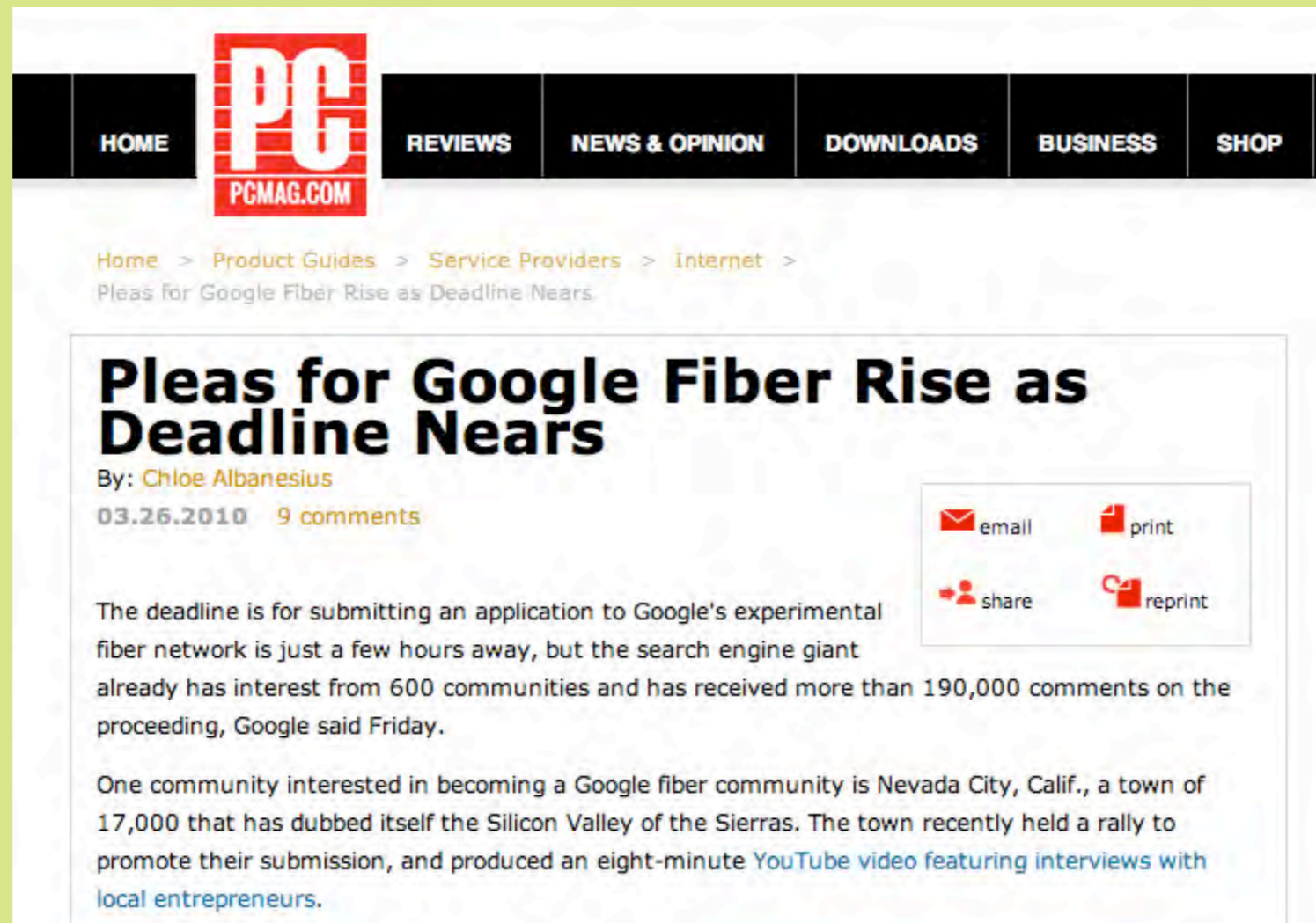
Reinette Senum
Mayor Nevada City

0:16 / 8:39 360p

95959gbit — March 25, 2010 — 95959google is Nevada City, California's submission to the Google Fiber for Communities initiative. Western Neva... 6,071 views



Some national media.



The screenshot shows a PCMag article page. At the top is a navigation bar with links for HOME, PC MAG.COM, REVIEWS, NEWS & OPINION, DOWNLOADS, BUSINESS, and SHOP. Below the navigation bar is a breadcrumb trail: Home > Product Guides > Service Providers > Internet > Pleas for Google Fiber Rise as Deadline Nears. The main article title is "Pleas for Google Fiber Rise as Deadline Nears" by Chloe Albanesius, dated 03.26.2010, with 9 comments. To the right of the article text are four social sharing icons: email, print, share, and reprint. The article text discusses the deadline for submitting an application to Google's experimental fiber network and mentions that 600 communities have already expressed interest, with over 190,000 comments received. It also mentions Nevada City, Calif., as a community interested in becoming a Google fiber community.

HOME **PC MAG.COM** REVIEWS NEWS & OPINION DOWNLOADS BUSINESS SHOP

Home > Product Guides > Service Providers > Internet > Pleas for Google Fiber Rise as Deadline Nears

Pleas for Google Fiber Rise as Deadline Nears

By: [Chloe Albanesius](#)
03.26.2010 9 comments

The deadline is for submitting an application to Google's experimental fiber network is just a few hours away, but the search engine giant already has interest from 600 communities and has received more than 190,000 comments on the proceeding, Google said Friday.

One community interested in becoming a Google fiber community is Nevada City, Calif., a town of 17,000 that has dubbed itself the Silicon Valley of the Sierras. The town recently held a rally to promote their submission, and produced an eight-minute [YouTube video featuring interviews with local entrepreneurs.](#)

email print share reprint



More national media.

HOME PAGE TODAY'S PAPER VIDEO MOST POPULAR TIMES TOPICS

The New York Times **Technology**

WORLD U.S. N.Y./REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

Search Technology Go

Inside Technology
Internet Start-Ups Business Computing Companies


Bits Blog » Personal Digital Ca

Hoping for Gift From Google? Go Jump in the Lake

By MIGUEL HELFT
Published: March 21, 2010

The mayor of [Duluth, Minn.](#), threw himself into the ice-ringed waters of Lake Superior. The [mayor of Sarasota, Fla.](#), immersed himself in a tank filled with bonnethead sharks, simply to one-up him. The mayor of Wilmington, N.C., said that he would even jump out of an airplane — with a parachute, of course.

[Enlarge This Image](#)



Clint Austin/Duluth News Tribune

They are vying not so much for voters' attention as [Google's](#) attention. Google has said it plans to build — at no charge — an ultra-high-speed broadband network for 50,000 to 500,000 customers in one or more American cities.

And Nevada City, a small California town in the foothills of the Sierra Nevada, threw a [party and parade](#) on March 14. The event opened with an odd sight: a group of decidedly counterculture-looking men banging on African drums in an attempt to ingratiate themselves — or at least their city — with a prominent name in corporate America.

"We had half an hour of drumming to call in the tribe," said John Paul, the co-owner of a small Internet service provider in Nevada City, who helped organize the city's bid. After trying and failing in its effort to receive federal stimulus funds to spruce up its broadband infrastructure, Nevada City sees the Google offer as a second chance, Mr. Paul said.

SIGN IN TO E-MAIL

PRINT

REPRINTS

SHARE

CYRUS
JUNE 18

SHARE



Even more national media.



The screenshot shows the CBS News website interface. At the top, there are navigation tabs for various programs: CBS News.com, CBS Evening News, The Early Show, 48 Hours Mystery, 60 Minutes, Sunday Morning, Face the Nation, and Up to the Minute. The main header features the CBSNEWS logo, a search bar, and links for 'Log In' and 'Register'. Below the header, there are breadcrumb links: Home > Video > CBS Evening News Videos.

The central video player displays a woman wearing large, colorful glasses shaped like the Google logo. The video title is "U.S. Goes Wild for Google Fiber" with a timestamp of "April 14, 2010 4:20 PM". Below the title, there is a short description: "In the lucky town that gets Google fiber, the Internet will be 100 times faster than today's. As John Blackstone reports, many towns are going to great lengths for a chance to receive Google fiber." There are also social media sharing icons for Facebook, Twitter, YouTube, and LinkedIn, along with an "Add a Comment" button.

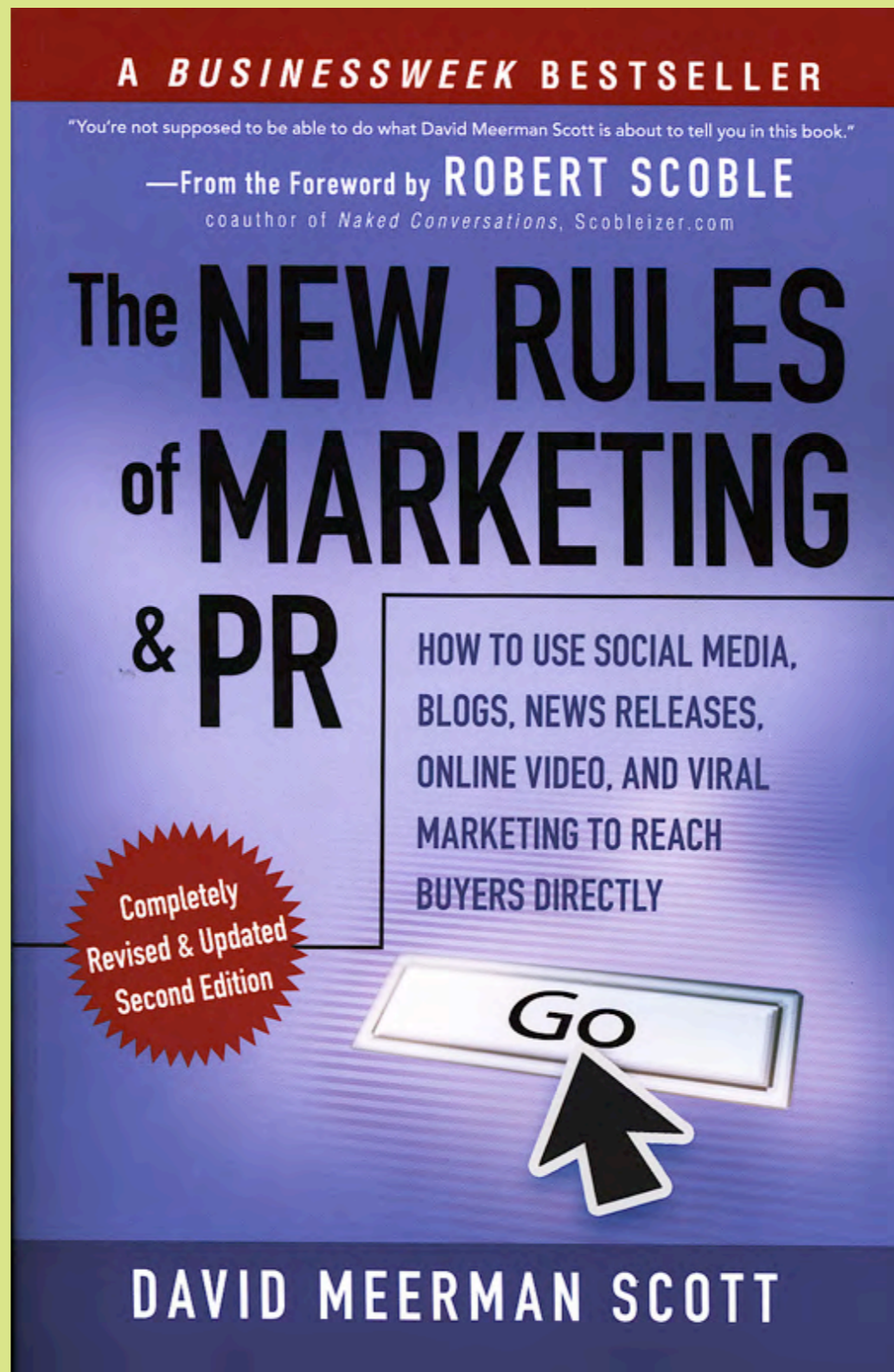
To the right of the video player, there is a "RECOMMENDED" section with three video thumbnails. The first is titled "FBI: Violent Crimes Declining" (1:35 | May 24, 2010). The second is "La. Residents Take Action" (2:43 | May 24, 2010). The third is "Inside Devastation of the".

At the bottom right of the video player, there is a large image of Barack Obama looking down, with the CBSNEWS.com logo and the tagline "Get into the story." below it.



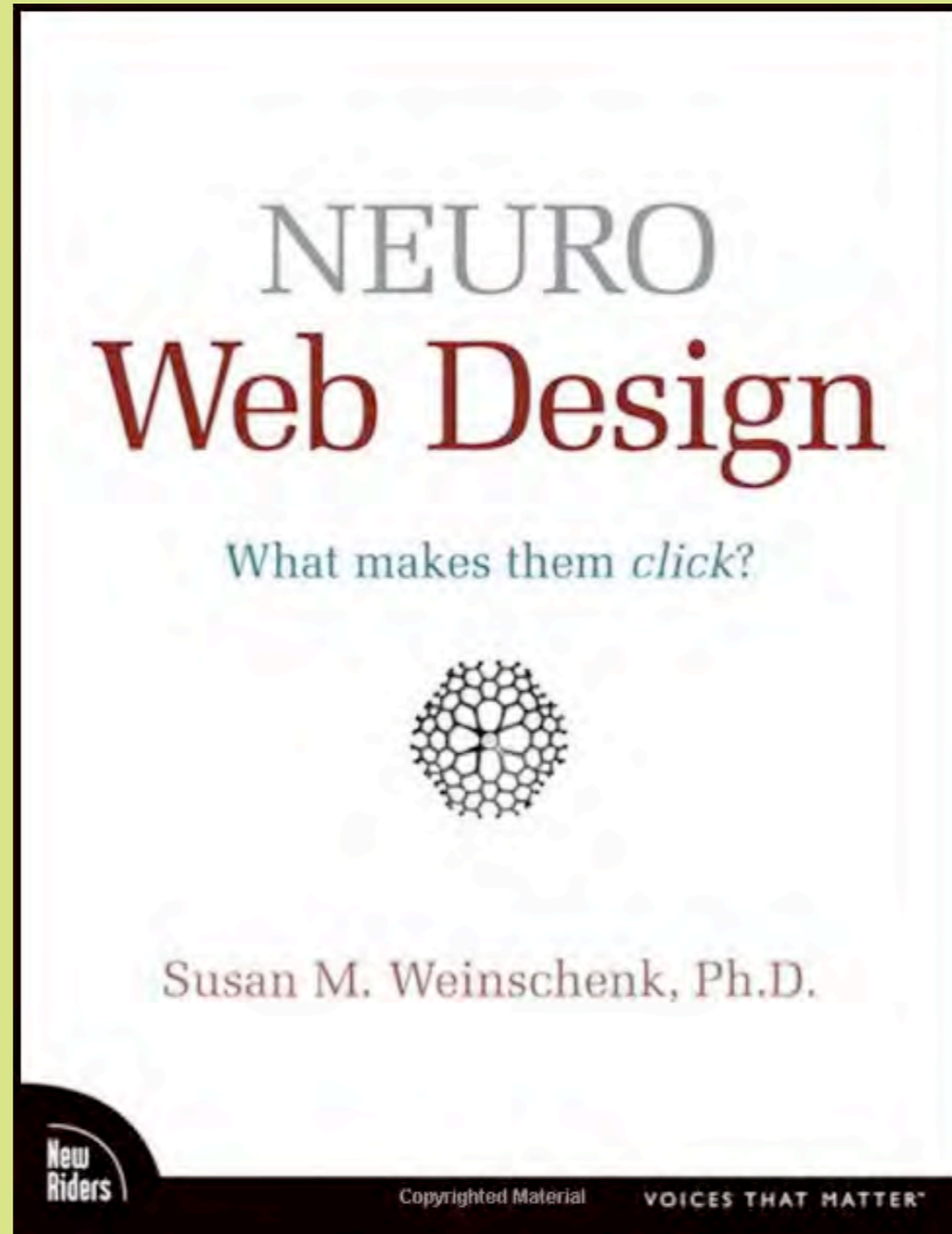
The New Rules of Marketing & PR

David Meerman Scott
(2nd Edition)



Neuro Web Design

Susan M. Weinschenk



spiralinternet.com

**Web Site Development
Internet Access . Spiral DSL
E-Commerce
Web Site Hosting**

(530) 478-9822

