Nicolae Sfetcu

Small Business Management for Online Business

Web Development
Internet Marketing
Social Networks

MultiMedia Publishing

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BOOK PREVIEW

Web 2.0

Web 2.0 is the evolution of the Web towards greater simplicity (requiring no technical knowledge or computer for users) and interactivity (allowing everyone, individually or collectively, to contribute, share and collaborate in various forms). The term "Web 2.0" means all technical, features and uses of the World Wide Web that follow the original form of the web, especially interfaces that allow users with little technical knowledge to adopt new functionality of the web. Thus, users contribute to the exchange of information and can interact (share, exchange, etc.) simply, with both the content and structure of the pages, but also between them, creating this waz the social web. The user is using the tools at its disposal, as an active person on the canvas.

The term "Web 2.0" used by Dale Dougherty in 2003, broadcast by Tim O'Reilly in 2004 and consolidated in 2005 with the position paper "What Is Web 2.0", was imposed from 2007.

The term "2.0" is now used as a generic term to apply the concept of Web 2.0 to other application domains.

Web 2.0 facilitates interaction between users, crowdsourcing and the creation of rudimentary social networks, which may serve content and exploiting network effects, with or without actual visual and interactive rendering of Web pages. In this sense, Web 2.0 sites act more as points of presence, or web portals, focusing on the user rather than on traditional websites. The evolution of the media allowing to consult the websites, their different formats, refocuses in 2008 on the content rather than on the aspect approach.

The new Web 2.0 templates try to make a graph care, effects, while remaining compatible with the variety of media. In Web 2.0 the Internet becomes an actor in feeding the sites content, such as blogs or wikis collaboratively, with even very rigorous citizen science devices.

2.0 websites allow users to do more than withdraw the information. By increasing what was already possible with Web 1.0, they provide users with new interfaces and new software. Users can now provide information to Web 2.0 sites and have control over some of them.

Web 2.0 technologies

The infrastructure of the Web 2.0 is complex and changing in nature, but it always includes:

- server software,
- content syndication,
- messaging protocols,
- navigation standards
- various client applications (plug-ins, or grafts, non-standards are generally avoided).

These complementary approaches provide Web 2.0 storage capacities, creation and dissemination, as well as much higher than what was previously expected websites serendipity.

A site could be considered as part of a Web 2.0 approach if uses in a special way the following techniques:

- CSS, XHTML markup semantically valid and microformats;
- technology-rich applications such as Ajax;
- RSS / Atom syndication and aggregation of content;
- categorization labeling;
- appropriate use of the URL;
- REST or XML web services.

Web 2.0 is defined by its *content*, the shift to Web 2.0 therefore has nothing to do with the evolution of communication standards such as the transition to IPv6.

Rich Internet Application

Since the turn of the century, the rich Internet application techniques such as AJAX have improved the user experience of applications using a web browser. A web application using AJAX can exchange information between the client and the server to update the contents of a web page without refreshing the entire page using the browser. The "*Geospatial Web*" is one of the emerging forms of geographic recomposition of the

entries of knowledge through ICTs, democratization of GPS and sometimes crowdsourcing applied to the citizen mapping, who gave OpenStreetMap for ex., and in other scales the NASA World Wind, and Google Earth, and Microsoft Live Local in 3D with environmental, social and economic still poorly understood impacts.

RSS

The first important move towards Web 2.0 was content syndication, using standardized protocols that allow users to make use of data from one site in another context, from another website to a browser plugin,
 or even a separate desktop application. These protocols include RSS, RDF (as in RSS 1.1) and Atom. All are based on XML. Specialized protocols such as FOAF and XFN (both for social networking) extend the functionality of the site and allow users to interact in a decentralized manner.

This bottom-up trend that many of these protocols become de facto standards rather than standards.

Labelling

Tags or labels or keywords improve semantic search, more heuristic and therefore presented in the form of a tag cloud.

These labels are small text expressions that describe a concept, are attached to a concept and used for searching content (typical examples: a forum, a blog, a blog directory) and, more importantly, interconnect things together. A bit like a neural network: the more a label is used, the more the concept attached to the label is present and it takes more weight. More labels are present and more the attached concepts are interconnected.

The "markers" can include meta-elements (ie metadata).

Social tagging, folksonomy

The label provides a hierarchical prior sorting of sought items. The order of items is either the number of references or a "satisfaction rating" given by readers. In the latter case, the weighting scheme is defined by a human factor (the social side) which highlights some interesting data or articles in the mass of information. This is typically the case of social bookmarking.

Web protocols

Web communication protocols are a key component of the Web 2.0 infrastructure. Two main approaches are:

- *REST* (*REpresentational State Transfer*) indicates a way to exchange and manipulate data by simply using the HTTP GET, POST, PUT and DELETE verbs.
- *SOAP*, which involves posting to a server XML queries with a set of instructions to be executed.

In both cases, access to the services is defined by an application programming interface (API). Often, the interface is specific to the server. However, standardized interfaces to web programming (for example, to post on a blog) emerge. Most, but not all, communication with web services involves a transaction as XML (*eXtensible Markup Language*).

There is also WSDL (*Web Services Description Language*), a standard for the publication of Web Services interfaces.

Economic issues

After the gains due to the new economy, Web 2.0 has enabled the rapid enrichment of a few companies, as was the case during the first broadcast of the Web. And Facebook founder Mark Zuckerberg became a billionaire at age 23.

However, some were worried about the risk of developing a "2.0 bubble" similar to the first internet bubble. The blog TechCrunch, first blog of the A list, even made an article announcing the death of Web 2.0, the headstone marked "2004-2008" (which is also a valuable reference in the difficult task of dating the birth of the Web 2.0). But contrary to what was held for the first Internet bubble, this time the internet activities are not behind the 2008 crisis.

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Web development

Web development can take different forms: from a simple static page to dynamic pages with a connection to a database. We will draw a brief overview of different technologies available in the client or server side programming.

Basics of web page - Markup languages

HTML or XHTML

Any web page includes a basic HTML or XHTML. It is a markup language that essentially defines the structure of the web page (titles, tables, paragraphs, etc..).

It is a language for creating hyperlinks, ie links from one document to another or from one place in a document to another location in the same document (fragment identifier).

Initially this language defined only the structure of the page, but quickly have added tags that were involved in shaping the document (bolding, italics, choice of font,. ..).

Since version 4, HTML is accompanied by CSS (Cascading Style Sheets) which are styles that are responsible for formatting the page.

XHTML is an evolution of HTML based on XML.

Limitations of HTML

A web page created in HTML is totally static and provides little opportunity for interaction with the visitor. Each page must be created in advance and must be manually updated.

On the dynamic aspect, there are only two HTML tags (*<marquee>* and *<blink>*), but are owned by Microsoft and are not recognized by the W3C.

Some features of CSS allowed to create some momentum in the page (e.g. color change when hovering). CSS 3.0 is changing the game.

About interactivity, HTML can only create the background of a form of interaction with the visitor. It allows you to define the parameters of an action, and return the form data to a 'system' that will manage them, but does not define the action itself.

Portability

HTML is multiplatform. All web browsers recognize the basic HTML, only certain tags are specific to certain browsers (such as *<marquee>* tag that is interpreted as scrolling text in Internet Explorer and Google Chrome). CSS, even if they are standardized by the W3C, are not always recognized in the same way by different web browsers.

Implementation

HTML has the advantage of being easy to implement, and requires no very advanced technical skills. Its pages are very light and fast processing by the server.

So you need something else to add for animation and interactivity on the web page.

XML (*eXtended Markup Language*)

The XML markup language can also serve as the basis for a web page. The XML file will contain the content of the web page. This file will be linked to an XSL file (XML style sheets) that will format the data in the XML file.

Most of the time, the web page will not be based on a native XML file, but it will be dynamically generated by the web programming languages.

Inserting objects

A technique to make a dynamic web page is to insert objects. Objects are inserted into the HTML page with the <object> tags <img>, <applet> or <script>.

Images

One type of object that are integrated into the web page are images. The images are static, or animated gifs.

Portability

As far as we are limited to standard file formats for web, images are probably one of the objects most multi-platform for web pages (gif, jpg, jpeg and png….): The majority of web browsers know how to display images.

Implementation

The digital images become a very "mainstream" media, and are fairly easy to implement in a website.

Multimedia

The integration of multimedia materials (audio or video) will also help "boost" a site, but this kind of file is often very heavy downloading.

Portability

Multimedia files such sound and video will not play in standard web browsers and therefore, they require the installation of a "plugin" for reading.

Implementation

Once the sound file or video produced, the placement in the HTML page is not complex.

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Marketing

Marketing is the commercialization set, by organizations, commercial or otherwise, under their brand names, products and services with a product name or brand name.

That is, with innovation, one of two key business functions (Peter Drucker).

The marketing management of a business, or marketing, was formally defined as:

"All the techniques and actions by which a company develops the sale of its products and services by adapting, where necessary, their production and commercialization to consumer needs."

This set is particularly rich and is characterized by the following ideas:

1. The purpose of marketing is to conquer market share in existing markets and create new markets
2. Marketing is a means available to organizations of all kinds
3. Marketing implements communication strategies
4. Marketing is part of the competitive universe offering complete freedom of choice to customers
5. Marketing is a constant adaptation to dynamic customer expectations and competitor strategies effort and changing environment
6. Marketing's role is to achieve value creation superior to that of competitors.
7. Marketing is a long-term
8. Capital importance given with respect to the commercialization, branding, at its creation, naming and branding management.

The revolutions of marketing since 1960

The paradigm of marketing most commonly used today dates from around the late fifties. It was designed to provide a framework for simple analysis of the marketing of large food consumption in supermarkets in the Minneapolis area. This framework of analysis, initially a plan of thesis of a doctoral researcher at the University of Minnesota, included: Product, Price, Place, Promotion, 4 "P" mnemonic significance which will ensure the sustainability of paradigm towards and against all evidences, and inventions of qualitative market research give rise to a second paradigm: the concept of marketing, the primacy of knowledge of market needs.

Since 1960, the environment has changed completely: invention of the supermarket (Wal-Mart in the US, Carrefour in France), containerization that will allow globalization, ibarcode, credit card payment, Internet; digital world, smart phone; social networks; personalized marketing made possible by big data, as well as participation of new entrants: China, South Korea, Singapore, etc.. The Jerome McCarthy mnemonic paradigm is no longer appropriate and in process, having been replaced by the relationship marketing, then by the service marketing to be supplanted by a business model.

Christian Grönroos, Professor of Relationship Marketing at Hanken School of Helsinki goes on to say that the concept of marketing is an epistemological error.

The four major types of marketing decision

Whatever the nature of its business (production or distribution) and the nature of its production (products or services), a company uses the marketing methodology in four different contexts:

- firstly, at the strategic level and the operational level;
- secondly, to manage the demand expressed by the market or to manage new offers to market.

Contexts that generate four types of marketing decision:

1. Operational marketing of demand
2. Strategic marketing of demand
3. Operational marketing of supply
4. Strategic marketing of supply

This gives the following matrix:

The four major types of marketing decisions

- Strategic level
  - Demand marketing (traditional marketing): 2. Strategic marketing
  - Offer marketing (marketing innovation): 4. Strategic management, Strategic relational marketing, Service marketing
- Operational level
  - Demand marketing (traditional marketing): 1. Operational marketing of demand
  - Offer marketing (innovation marketing): 3. Marketing of new brands (products and services)

Marketing issues

Marketing issues for the company

Marketing is considered as the first creative link that will lead to sales. In an environment increasingly changing, the marketing strategy is mobilized to retain a focused and solvent cliens by providing economies of scale necessary for the survival of the company. By advertising, marketing can also be used to create a portfolio of new customers without automatically seek a margin in the short term. This may be a risk that must be weighed and proportionate vis-à-vis the overall strategy of the company.

The power of influence and persuasion of marketing supposed to act on a variety of audiences (consumers, business customers, government, voters, etc.) is invoked. The organization expects the thinking marketing:

- *Greater sales effectiveness offers*, width varying complexity (e.g. in case of associated services) to potential customers. Or the effective customer behavior usually determines the activity of the company, and assessment tools are speaking after sales result only. Thus it is essential for management to anticipate and promptly determine whether it is useful and lasting an offer to sell: hence the importance of market research, studies of cost provided by cost accounting and generally by the entire information system.
- *Optimal efficiency*: Bids must be configured so that the margin generated at least covers the fixed costs (the cost of production and cost of revenue) of the company by the total sales. Forecasts must be able to measure the impact of possible economies of scale and synergies.
- *An analysis of the value contained and provided by the product*. The acceptable level of a target depends on the cost expected by the customer functions. Their delivery to the customer requires a quality of service to negotiate with all the services of the organization that produce and make available.
- *An analysis of the projected profitability*, ideally defined and followed by product, market, customer or distribution channel.

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Online marketing

Online marketing (Internet marketing, web marketing) are all marketing activities that can be done with the help of the Internet. Subdomains are traditional banner advertising, search engine marketing, e-mail marketing and advertising, social media marketing and affiliate marketing. These marketing services are (usually paid) offered by so-called advertising agencies. A special form of online marketing is the so-called vVideo marketing.
 One of the main advantages of online marketing over traditional marketing activities such as print and TV, is the measurability of advertising effect.

Websites

The design and the thematic structure of a corporate website are key components of online marketing. The company's website serves both for the customer loyalty, as well as to attract new customer groups.

Banner advertising

The circuit of traditional online advertising is in the form of banners, pop-ups and layer ads, which will draw attention to the products and services of advertisers.

Video advertising

Video advertising provides advertising in audio-visual processing and is comparable with television commercials.

Search engine marketing

Search engine marketing (SEM) refers to methods to increase the findability of a specific website on search engine results pages. Search engine marketing involves search engine advertising (SEA) and search engine optimization (SEO).

Search Engine Advertising is the switching of paid ads in search engine results pages. The ads will appear automatically in the rule as the first results of a search results page, also on the right side or bottom of a results page. They are marked in accordance with design elements, such as the color of the background. The SEA system is used by Google AdWords, Microsoft Network, Bing Ads, and Yahoo! Search Marketing. But there are other SEA systems too, for other search engines.

Search Engine Optimization (SEO) is any methods to improve the position of a website in organic search results of a search engine (regardless of SEM ads). The measures range from the optimization of the website and the domain name in their keywords through to backlink strategy (linking with other sites of your own). Meanwhile, most major search engines take into consideration also the recommendation of a website through social media platforms in the resulting ranking in the organic search results, so that it overlaps with the social media optimization in search engine optimization.

e-Mail marketing

Marketing through e-mail, so-called e-mail marketing, is the equivalent of direct marketing in the offline area, so the mailing of advertising materials.

The delivery of advertising via e -mail subject to legal restrictions, this form of advertising being considered spamming in some countries, if advertised in the business-to-business sector with unsolicited emails.

Affiliate marketing

Affiliate marketing is the marketing where an operator uses a variety of partners (affiliates) to market its service or product. Advantage is the distribution of marketing expenses to several partners who are paid only for success. There are different versions of remuneration:

- *Pay per Lead*: for the generation of customer contact (eg, entries in a newsletter, mailing list, or order a catalog)
- *Pay per Click*: for every click on a link or banner displayed on the website or in the affiliate e-mails.

- *Pay per Sale*: for every sale that comes through the advertising campaign of the affiliate, a fixed amount or a percentage of the sales price is paid.

Social media marketing

Social Media Marketing (SMM) is used primarily for branding and marketing communication objectives, through the participation of various social media offerings (as for example, Twitter, Facebook and Google+). The targeted optimization of a website on the widest possible dissemination in social media networks is called *social media optimization* (SMO).

Search Engine Marketing

Search engine marketing (SEM) is a branch of online marketing and includes any promotional measures to attract visitors to a website via web search engines. Search engine marketing is divided into search engine advertising (SEA) and Search Engine Optimization (SEO). Frequently SEM is also used as a synonym for search advertising, which refers to the insertion of advertising displays, so-called Sponsors Links (Paid Listing) that, according to the principle of keyword advertising, are displayed on the search results page refers.

SEM objective

The aim of search engine marketing is to improve the visibility within the search engine results lists. A distinction can be made between the organic search results influenced by a search engine optimization, and the purchased advertisements. The search engine marketing activities lead to an ad on one of the top places that will appear in the search engine results. Here, the organic search engine results are not in competition with the advertising. For both result lists on the result pages there are predefined areas. Both the organic search results and the advertisements are based on the search engine ranking factors that have a certain weight within the search engine algorithms. Neither of the two lists of results has an impact on the presentation of others. Ad serving the advertising display is based on the keyword advertising principle, that is, to buy a position on the first page of search engine results for specific keywords. In the major search engines (Google, Yahoo and Bing) paid search results are summarized in an advertising block and so visually lifted from the unpaid (organic) results.

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Online communities

An online community (virtual community) is a group of people who communicate through email, especially via Internet forums, mail, telephone, for professional, social, educational reasons, or otherwise. The word online is used to mean that it is no face to face communication.

Some communities are purely virtual, others persist in reality: the Web allows to manage schedules, organize meetings, pass information.

A relationship between an individual and a virtual community is changing: it begins as an onlooker (observer, or lurker), then it becomes a novice (he begins to participate), then it becomes a regular, then he may be a leader, and he will end up being a senior (who gradually loses interest).

Examples of Web-related communities: Usenet, Wikipedia, MySpace, Facebook, Second Life, Google+.
..

Examples of collaborative platform Agora project, eGroupWare, Zimbra.
..

Participation

The motivations of the participants are not all belong to responsibility of altruism, various theories can be used to better understand the different elements involved in this motivation, such as social exchange theory proposed by George Homans, based on a quasi-economic view & utilitarian (people interact if they perceive a benefit in this exchange).

Unintended consequences: Addiction, out of reality, various illegalities, multiple personality, spreading rumors.
..

Reasons involved in the contribution of individuals:

- Looking for social interaction.
- Need for recognition (Egoboo): hackers, proud of their reputation, are reluctant to change their identity and get caught because of it.
- Looking for efficiency, and sense of control over things (theory of self-efficacy - Albert Bandura).
- Searching communion discussions and sharing experiences.
- Anticipating reciprocity is a disservice hoping that the other will do the same.

Online identity

The identity and existence of the participants arising from their singularity: it is more easily expressed through testimonies that experienced than by an analysis of the news, which itself can generate competition, mess, divergent opinions. The fineness of the testimony was to affirm the uniqueness and quality of the actors of the Community.

The profiles of the users

Like the linguistic community, a virtual community is not homogeneous. It allows adapting the daily life to the global social networks. To reach this conclusion, several methodological tools are available, including ethnomethodology. In short, from semi-structured qualitative interviews, it is possible to analyze how individual speakers describe their world and the Internet in particular. It is therefore of their statements to establish different identity profiles:

First, there is a very visible circle, representing the "hard core" of Internet users, a common symbol of belonging to a common (but exclusive) community, where practices, representations, feelings, commitment are one. Inside, there are activists: fans, purists but especially the most committed of all the fighting, using a level of sustained language (systematically correcting the faults of others).

Undecideds

Rather this profile relates to young people who have a critical and realistic speech vis-à-vis the circle of "engaged" they oppose. They orbit the nucleus like satellites (at this stage, some "volunteers" would say they are not interested in the Internet and they do not fulfill the criteria for membership). These are undecideds, representing speakers who are still looking, which do not identify the kernel and want to exclude because they want to change the image of the community of Internet users but without "passing of the other side. "Some have major sociolinguistic membership criteria core (apart from certain much more open, freer, more mestizo representations).

Chameleons

On the outskirts, harmony is hard to find. Coolers, or "chameleon", live without apparent conflict of their multiple affiliations. Nomadic, moving from one community to another. This does not mean that they are not attached to an Internet community in particular. From a low level language, they are complexed. For now, they are away from their community, waiting and looking towards her. They want to assert their plural membership.

In contrast, there are those who are very attached to the use of Internet and virtual communities in particular, they use it even in their trade. They are not as far-savvy virtual activities and even rites, because they have a pluralistic representation of the Web. Belonging to the elite, yet they want (mostly) not part of the core. Further still, there are those who do not engage in activities on the Internet (they hear about so far); which does not mean they will never be part of one of the above mentioned circles.

Social networks

A social network is a set of brands, such as individuals or organizations, interconnected by links created during social interactions. It is represented by a structure or a dynamic

form of a social group. The analysis of social networks is based on network theory, the use of graphs, and sociological analysis. It is the field that studies social networks. Social networks can be created strategically to expand or make more efficient its own (professional, friendly, …) social network.

The term was coined by John Arundel Barnes in 1954.

The term "social media" covers the various activities that integrate technology, social interaction (between individuals or groups of individuals), and content creation. Andreas Kaplan and Michael Haenlein define social media as "an online applications based on the philosophy and technology of the net and allowing the creation and exchange of user-generated content group."

Social media use collective intelligence in an online collaborative spirit. Through these means of social communication, individuals or groups of individuals who work together create web content, organize the contents, index, amend it or comment it, combined with the personal creations. Social media use many techniques, such as RSS feeds and other feeds for web syndication, blogs, wikis, photo sharing (Flickr), video – sharing (ouTube), podcasts, social networks, collaborative bookmarking, mashups, virtual worlds, microblogs, and more.

The logic of social network, although usually applied to the world web, can be used through various communication media such as telephone. By bringing together around shared experiences, Alter -Ego was the first phone social network to emerge. After gathering around experiences as diverse as addiction, motherhood or the breakups, the project has led to other initiatives focused on the theme of Helping Family: With our Close, disability or the territory, and more specifically with the Belleville project I love Belleville.

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Book

A guide for home business and small business companies to develop online strategies for online presence, using the advantages of Web 2.0, web development, online promotion and social media.
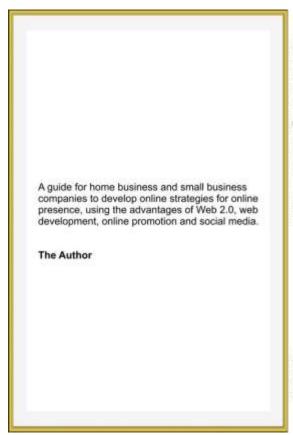
Web 2.0 is the evolution of the Web towards greater simplicity (requiring no technical knowledge or computer for users) and interactivity (allowing everyone, individually or collectively, to contribute, share and collaborate in various forms). Crowdsourcing, or participatory production, one of the emerging areas of knowledge management, is the use of creativity, intelligence and know-how of a large number of people, outsourcing, to perform certain tasks traditionally performed by an employee or contractor.

Web development can take different forms: from a simple static page to dynamic pages with a connection to a database. Agile methods are groups of practices for the development of projects in IT (software design) that can be applied to various types of projects. They involve the maximum the applicant (client) and allow greater responsiveness to requests. They aim to real customer satisfaction a priority under a development agreement. A succesful web development is primarily based on iterative refinement of needs implemented in functionality in progress and even already completed.

The marketing strategy aims to put the company in question in line with the implicit or explicit requirements of the market in which it operates. The foundations of the strategy are to discover and especially to influence the needs of potential customers and identify products and services. E-marketing, or Internet marketing, is used to manage a web presence and a report to the user and to the communities it represents. The challenge here is to disseminate a consistent image of brand and company regardless of the communication media. Marketing 2.0 refers to a new generation of emerging marketing concepts of the Internet age.

A social network is a set of brands, such as individuals or organizations, interconnected by links created during social interactions. It is represented by a structure or a dynamic form of a social group. The analysis of social networks is based on network theory, the use of graphs, and sociological analysis. Pnline social networking services are used to build a social network by connecting friends, associates, and generally individuals together using a variety of tools in order to facilitate, for example, management of professional careers, distribution and artistic visibility, or private meetings.

Social commerce is a subset of e-commerce. It involves social media, and other digital media that support social interaction and user contributions, to assist in buying and selling products and services online. Simply put, social commerce is the use of social networks for e-commerce transactions.

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Other books

Other books written or translated by the same author:

- A treia lege a lui Darwin - O parodie reală a societăţii actuale (RO)
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