

Brief Contents

	Preface	xii
CHAPTER 1	An Overview of the Web	1
CHAPTER 2	Types of Web Sites	35
CHAPTER 3	Social Media and Social Networking Sites	74
CHAPTER 4	Blogging	119
CHAPTER 5	Web-Based Video	149
CHAPTER 6	Wikis, RSS, Mashups, and Virtual Worlds	182
CHAPTER 7	Understanding the Brand	216
CHAPTER 8	Planning and Developing the Site	259
CHAPTER 9	E-Commerce Sites	298
CHAPTER 10	Programs and Languages	337
CHAPTER 11	Driving Traffic: Marketing Strategies	362
CHAPTER 12	Capturing and Keeping an Audience	404
CHAPTER 13	Traffic Analysis and Measuring for Success	430
APPENDIX A	Analyzing Site Traffic	452
	Index	459

Contents

Preface **xii**

CHAPTER 1 An Overview of the Web **1**

A Brief History of the Web Through 2001 2

A Brief History of the Web from 2002 Forward 9

Social Networking on the Web: Its Impact
on Relationships and Marketing 15

Trends and Demographic Breakdowns 20

Where Do We Go from Here. 23

Chapter Summary 26

Key Terms 27

Review Questions 28

Projects 32

Endnotes 33

CHAPTER 2 Types of Web Sites **35**

The People Behind a Web Site 36

Owners 36

Venture Capitalists 36

Creative Directors 37

Account and Project Managers 37

Programmers 38

Graphic Designers 38

Copywriters 39

Marketers 39

Types of Web Sites 39

Web Portals 40

B2B (Business to Business) 43

B2C (Business to Consumer) 47

C2C (Consumer to Consumer) 50

B2E (Business to Employee) 53

Social Networking 53

Informational 59
 Entertainment 61
 Chapter Summary 67
 Key Terms 67
 Review Questions 68
 Projects 73
 Endnotes 73

CHAPTER 3 Social Media and Social Networking Sites **74**

An Overview of Social Media and Social Networking Sites 75
 The Rise and Dominance of Social Media 76
 Social Media Optimization 79
 Social Media Marketing 81
 Who Is Using Social Media and How? 85
 Social Networking Sites: Types and Audiences 86
 Generalist Social Networking 87
 Niche Market Social Networking 97
 Social Bookmarking 110
 Chapter Summary 111
 Key Terms 112
 Review Questions 113
 Projects 117
 Endnotes 117

CHAPTER 4 Blogging **119**

What Is Blogging? 120
 The Growth of Blogs 122
 Types of Blogs 123
 Who Blogs, Who Reads Them, How, and Why 129
 Blogging as a Marketing Strategy 132
 The Benefits of Blogging 133
 The Benefits of Staying Involved in the Blogosphere 136
 The Pitfalls of Blogging 137
 Requirements for a Successful Marketing Blog 139
 Chapter Summary 141
 Key Terms 142
 Review Questions 142
 Projects 147
 Endnotes 148

CHAPTER 5	Web-Based Video	149
	Figuring Out the Format	150
	The Flash (.flv) File Format: A Closer Look	155
	Who's Watching What.	157
	Video as a Social Media Tool	161
	Web-Based Video as a Marketing Tool	166
	Off the Web: What Goes into Video Production	172
	Chapter Summary	174
	Key Terms	175
	Review Questions	176
	Projects	180
	Endnotes	180
CHAPTER 6	Wikis, RSS, Mashups, and Virtual Worlds	182
	Wikis	183
	RSS Feeds	193
	Mashups	197
	Virtual Worlds	200
	Chapter Summary	210
	Key Terms	210
	Review Questions	211
	Projects	214
	Endnotes	215
CHAPTER 7	Understanding the Brand	216
	Breaking Down the Brand.	217
	Distinguishing the Brand from the Company	218
	The Importance of Branding	219
	Brand Loyalty	220
	Elements of the Brand	227
	The Brand Promise.	228
	The Brand Personality	229
	The Unique Selling Proposition	231
	Image.	232
	Consistency	238
	The Web's Place in Brand Building.	245
	The Web's Hybrid Status	246
	Individual Message Delivery.	247
	Increased Markets	248
	Reinforcement of the Brand Message	250
	Heightened Consumer Interaction	251
	Chapter Summary	251

	Key Terms	252
	Review Questions	253
	Projects	257
	Endnotes	258
CHAPTER 8	Planning and Developing the Site	259
	Getting the Site Started	260
	Developing the Idea	260
	Defining the Site Objectives.	261
	Needs Assessment.	261
	Understanding the Audience	262
	Gathering the Information.	264
	How the Target Market Affects the Development of a Web Site	266
	Getting the Site Developed	271
	Working with an Outside Company.	272
	Baselines: Design and Development	278
	Web Site Navigation	278
	Navigation Elements: Search Engines, Site Maps, Tag Clouds, and Breadcrumbs	282
	Page Layout.	286
	Graphic Design	290
	Content Development	291
	Chapter Summary	291
	Key Terms	292
	Review Questions	293
	Projects	296
CHAPTER 9	E-Commerce Sites	298
	An Overview of E-Commerce	299
	Sources of Revenue	306
	Direct Sales	307
	Indirect Sales	313
	Paid Memberships and Subscriptions	314
	Advertising	316
	Shopping on the Social Web	317
	The Store Layout	317
	The Shopping Cart and Check-Out Process	319
	Intuitive and Personal Content Provision	328
	Feedback and Reviews	329
	Chapter Summary	331
	Key Terms	332

Review Questions 332
 Projects 336
 Endnotes 336

CHAPTER 10 Programs and Languages. **337**

Relevant Programs and Applications. 338
 Graphic Design 338
 Site Construction 341
 Blogs 344
 Databases 348
 Relevant Programming Languages. 349
 HTML 350
 CSS 351
 Java 352
 JavaScript. 352
 PHP 352
 Ajax 353
 ActionScript. 353
 Chapter Summary 356
 Key Terms 356
 Review Questions 357
 Projects 361

CHAPTER 11 Driving Traffic: Marketing Strategies. **362**

The Individual Segments of Marketing 363
 Advertising 366
 Advertising Campaigns 371
 Public Relations 377
 Why PR Works 379
 How the Web Has Changed PR 380
 Direct Marketing. 386
 Promotions 393
 Viral Campaigns 395
 Chapter Summary 397
 Key Terms 397
 Review Questions 398
 Projects 402

CHAPTER 12 Capturing and Keeping an Audience **404**

Keeping Visitors Interested, Engaged,
 and Coming Back 405
 Popular Web Retention Techniques 410

	General Design and Organization	412
	Regularly Updated Content and Design.	413
	Blogging	415
	Voting, Polls, and Surveys	416
	Contests	417
	Loyalty Programs	418
	Wish Lists	422
	Ongoing Marketing to Existing Customers	422
	Chapter Summary	423
	Key Terms	424
	Review Questions	424
	Projects	428
	Endnotes	429
CHAPTER 13	Traffic Analysis and Measuring for Success	430
	Benchmarks for Success: Setting the Right Goals	431
	Marketing Goals	431
	Web Site Goals	432
	Establishing Numbers-Based Goals	433
	Site Tracking: Breaking Down the Measurements	437
	Google Analytics	437
	Chapter Summary	446
	Key Terms	447
	Review Questions	447
	Projects	451
APPENDIX A	Analyzing Site Traffic	452
	Index	459