



E-Commerce ~ Week 7

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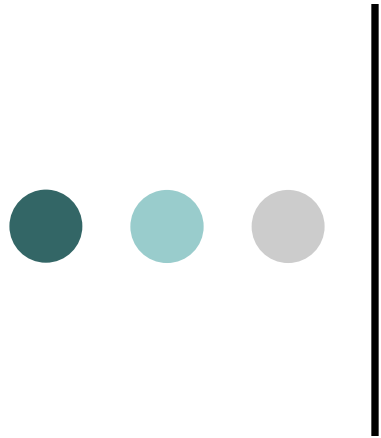
Last week, we covered

- **Differences in marketing**
- **Search Engine Optimization**
- **Google AdWords**
- **Google AdSense**
- **Email Marketing**



This week...

- **RSS Feeds – Keeping things current**
- **Legal issues**
- **Questions left to answer**
- **Review Web sites**
- **A little fun**



RSS feeds

Keeping it easy for customers



RSS

- Rich Document Format Site Summary
- Really Simple Syndication
- XML documents
- Indicated by icon



Let's take a look...



RSS



- Requires a reader
- Browser
- Email clients
- RSS reader software
- Widgets



● ● ● | RSS – other notes

- RSS audio/video = Podcast
- Hard to track users
 - Log files
 - [FeedBurner](#)



● ● ● | RSS – other notes

- Why?
 - Automatic information transfer
 - Easy to update
 - Usually automatic
 - Ubiquity



Legal Issues

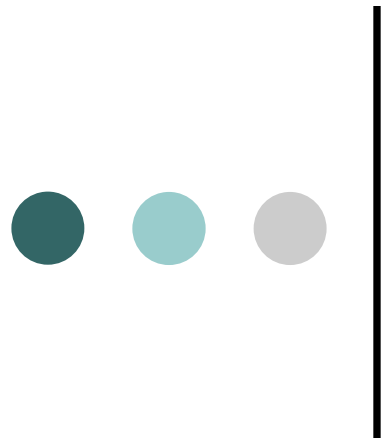
Section 508 of the RA

American's with Disabilities Act



Legal requirements

- Section 508 of the RA (1998)
 - <http://www.section508.gov/>
- ADA
- WebAim.org (WAVE)
- Colorblind test Color Blind test (<http://colorfilter.wickline.org/>)



Other Questions

Tying up the loose ends



Questions left to answer

- What are best practices for capturing email addresses?
- What draws people to non-profit Web sites?
- How do you turn the database into a marketing tool, etc.?
- What maintenance concerns are there for Web sites?



What are best practices for capturing email addresses?

- Quality over quantity
- Opt-in is best practice
- Have a privacy policy in place



What are best practices for capturing email addresses?

- Ways to get new email addresses
 1. Subscribe form on all Web pages
 2. Subscribe link in email signature
 3. Subscribe message in printed materials
 4. Forward to a friend (reminder at least)
 5. Trade show sign-ups
 6. In-the-box surveys



What draws people to non-profit Web sites?

- Objectives
 - **Create awareness** for their product / service
 - **Obtain donors** and supporters for their cause
 - **Reach** the people they want to help



What draws people to non-profit Web sites?

- Tell a story
 - It must be truthful
 - Keep it short
 - Small but targeted audience
 - Can be shared
 - Creates desire for action
 - Comes from the heart



How do you turn the database into a marketing tool, etc.?

- Search for commonalities
 - Purchase history
 - Commonly paired items
 - Geographic locations
 - Geographic by purchased items
- Keep current
 - Requests to users
 - New data



What maintenance concerns are there for Web sites?

- Keep front page current
 - Change pictures and content
 - Helps SEO
- Monitor data and user posts
 - Use [Captcha](#)
 - Look for flaming or derogatory comments
- Redesign every 3 years



Web site review



Web site review

- <http://www.joycediveleypottery.com/>
 - What are the good and bad points?
- www.charneyresearch.com
(www.apollohosting.com)
 - The dangers of frames
- What about style?