

## Website, Blogs, Social Sites : Create web presence in the world of Internet

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### Create Presence on Internet and World Wide Web.

This article will let you think and know – how to create web presence in the world of internet – what all you need, start from where, and the kind of efforts required. All these questions are answered in most simple way sharing practices.

### What is World Wide Web ?

Internet is a global system of interconnected computer networks, which connects other computer networks that are private, public, academic, business, and government.

World Wide Web ('WWW' or W3 or simply 'Web') is an **Information-sharing model**, that is built on top of the **Internet**.

- \* **Web** is a communication infrastructure where **web resources** are located and offered to the **end-user**.
- \* Uniform Resource Identifier (**URI/URL**) is a string of characters provide a means for identifying a web resource.
- \* Web pages, are **web resources**, may contain text, images, videos and web navigation features (**hyperlinks**). **Web pages** are accessed with a software application called **web browser** running on the **user's computer**.
- \* Web browser is a software application that allows people to access, retrieve and view information on the internet. The information content on a web page can be text, an image, video, audio etc. The popular web browsers are **Internet Explorer, Firefox, Google Chrome, Opera and Safari**.
- \* Search engine is software programs that search for **websites** based on keywords that the user types in. The **search engine** goes through their databases of information in order to **locate information** you are looking for. The popular search engines are **Google, Bing, and Yahoo**.
- \* Internet servers or **Web servers** are computers that deliver web pages. Every web server has an **IP address** (example 173.254.28.82) that is possibly converted to a **domain name** (example myreaders.info). An IP address, displayed as four numbers (0-255) separated by periods, consisting 32-bit is known as Internet Protocol Version 4 (IPv4).
- \* Web servers support specially formatted documents called **HTML** (HyperText Markup Language). The HTML formatted documents support **links** to other documents, as well as graphics, audio, and video files. This way it possible to move from one document to another simply by clicking on hot spots (links). Not all Internet servers are part of the World Wide Web.

- \* URLs identify a web resources. While an URL, <http://myreaders.info/index.html>, is entered in a browser, means the request goes to a web server whose **domain name** is **myreaders.info**. The server fetches the page named **index.html**, usually home page, sends it the browser. Any computer can be turned into a Web server by installing **server software** and connecting to Internet.

Readers may read more at :

- 1 <http://en.wikipedia.org/wiki/Internet>
- 2 [http://en.wikipedia.org/wiki/Uniform\\_Resource\\_Identifier](http://en.wikipedia.org/wiki/Uniform_Resource_Identifier)
- 3 [http://en.wikipedia.org/wiki/Web\\_browser](http://en.wikipedia.org/wiki/Web_browser)
- 4 [http://en.wikipedia.org/wiki/Web\\_search\\_engine](http://en.wikipedia.org/wiki/Web_search_engine)
- 5 [http://en.wikipedia.org/wiki/Web\\_server](http://en.wikipedia.org/wiki/Web_server)
- 6 [http://en.wikipedia.org/wiki/IP\\_address](http://en.wikipedia.org/wiki/IP_address)
- 7 <http://www.hcidata.info/host2ip.cgi>
- 8 <http://uwf.edu/clemley/cgs1570W/notes/Concepts-2.htm>

### **What are Web 1.0 , Web 2.0 and web 3.0 ?**

These are different versions of **Web model technology**.

- \* Web 1.0 model is the traditional World Wide Web, described as the '**read only web**', a centralized or static website where users simply viewed or downloaded the content.
- \* Web 2.0 model is described as the '**read / write web**', allows users to interact, collaborate and share information with each other in social media that accepts community-based input.
- \* Web 3.0 model refers to **future**, where computers interpret information like humans and intelligently generate and distribute useful content tailored to the needs of users.

Readers may read more at :

- 1 <http://www.practicalecommerce.com/articles/464-Basic-Definitions-Web-1-0-Web-2-0-Web-3-0>
- 2 [http://en.wikipedia.org/wiki/Web\\_2.0](http://en.wikipedia.org/wiki/Web_2.0)

### **What is Website ? What a Website Consists ?**

Website is a collection of related World Wide Web (WWW) files called web pages typically served from a single web domain.

- \* First step in making a **website** is to register a **domain name** that will usually be the website name. Example [myreaders.info](http://myreaders.info) where the suffix '**.info**' signify a '**resource**' web site category. The cost for **domain registration** vary, the minimum can be \$10 per year.
- \* Website needs to be connected to the internet called **hosting website** on a Web

server so that people can see it. A website hosting package can cost between \$100 and \$200 per year. A web server (example justhost.com) is a remote computer accessible through an **internet address**.

- \* Web pages may contain long text, graphics, mathematical formulations, images, videos, and other multimedia components. Web pages includes hypertexts and links to other web pages and websites. Webpage can be made without knowing **Hyper Text Markup Language** (HTML). However, you need to know **HTML** to fix some inevitable problems.
- \* URL is a **string of characters** used to identify a web page (file handle); example URL <http://www.myreaders.info/html/courseware.html> identify a web page named 'courseware' .
- \* Web browser **retrieve** web pages from web server accessed through URL and **display** on computer screen. A website page may contain a **hyperlink** to any other website page.
- \* Websites are typically dedicated to a particular topic or purpose, reflecting the work of an individual or a business or an organization. That way, a website can be a **personal** website, a **commercial** website, a **government** website or a **non-profit** organization website.
- \* Website contents are most important for which people come to website or web page. **Web contents** do not come from web designs and web architectures etc. Web contents are specifically written by **experts**.
- \* Traditional websites are **static website**, based on Web 1.0 model technology which is not enough for user to interact.

Readers may read more at :

- 1 <http://en.wikipedia.org/wiki/Website>
- 2 <http://www.createafreewebsite.net/htmltoc.htm>
- 3 <http://www.wikihow.com/Create-a-Simple-Web-Page-With-HTML>

### **What is Blog ? What a blog Consists ?**

Blog is a place for individuals to **share thoughts** on World Wide Web. Blog is an easy way for people, with a computer and internet access, to publish information in whatever form they want, a long text, images, videos etc. Blog is typically easier and cheaper to setup than website. Writing and publishing a blog **need no knowledge** of computer. Blogging platforms allow you to do all yourself and post your blog, without learning or developing any code (HTML). Blogging platforms offer hosting of a blog.

- \* **Blog** consists a series of discrete entries called '**posts**' published on the World Wide Web.

- \* The blog posts, in a default setup, appear in **reverse chronological order** where the most recent one showing first.
- \* The posts are organized into few select **category**, for convenient browsing.
- \* The **comment forms** appears at the end of every post for readers to interact, give **feedback**.
- \* Blog are regularly written, the contents are mostly **informational** as news items and articles that are relevant for a short period.
- \* Blogging platforms offer free as well as premium upgrade accounts for **hosting blogs**. The popular blogging platforms are **WordPress, Blogger, Tumblr, Twitter, YouTube**.
- \* WordPress, Blogger and Tumblr are **large blogging** platforms, have many features that allow users to change the look and functionality similar to website. The features include transfer of domain name, large storage, static pages, categories & tags, imports, comments & feedback.
- \* Twitter is a **Micro-blogging** platform which allows blogging not more than **140 characters** in a single post called 'tweet'.
- \* YouTube is a **Video blogging** platform which allows blogging short video clips of under **10-15 minutes** in a single post.

Readers may read more at :

- 1 <http://en.wikipedia.org/wiki/Blog>
- 2 [http://codex.wordpress.org/Introduction\\_to\\_Blogging](http://codex.wordpress.org/Introduction_to_Blogging)
- 3 <http://john.do/blog-blogger-blogging/>
- 4 <http://pulsed.blogspot.in/2007/07/blogger-wordpress-chart.html>
- 5 <http://blog-services-review.toptenreviews.com/>

### **What are Social media and Social networking sites ?**

Social media and Social networking are not same, while many use these two terms interchangeably. In social media **you broadcast** to reach large audience while in social network **you create profiles** or groups or fan pages.

#### **Social media**

- \* **Social media** is a way to **transmit, or share information** with wide audience. Social media is a strategy and a channel for broadcasting information. Social media is not a location that you visit. Social media sets a process to build a chain of influenced audience. Social media disseminates information that may influence others to repeat.
- \* Social media **builds the chain** of influenced audience so long they find the media is a source of relevant and trusted information.
- \* Social media **stops building the chain** of influenced audience while media is

a source of irrelevant and not trusted information, the chain is broken, the media is downgraded and your information or expert knowledge will not reach to your audience.

- \* Social media sites : [Del.icio.us](#), [diigo](#), [Digg](#), [StumbleUpon](#), [Reddit](#), and more.

### **Social networking**

Social networking sites have changed the web with an opportunity to contribute or participate in a **two-way communication**. Social networking is an act of engaging of groups of people with common interests. Social networking services **connect people** around the world with different backgrounds, interests, hobbies and professions. On Social networking sites, like-minds associate together and **build relationships** through community.

- \* **Social network** sites are web-based services that enables users to **create public profiles** within his Website and form relationships with other users of the same Website service who access their profile.
- \* The world's leading Social networking sites are [Facebook](#), [MySpace](#), [Twitter](#), [LinkedIn](#), [Flickr](#), [Bebo](#) and more.
- \* Facebook has around **a billion** active users. Facebook has several add-on capabilities that allow users to combine their professional and personal aspects and invite/connect with fans and friends.
- \* Twitter has around **300 million** active users. Twitter is for real-time news sharing with a 140-character text limit. Twitter is described as the **SMS** of the Internet. The Tweets are publicly visible by default, but senders can restrict message delivery to just their followers.
- \* LinkedIn has around **300 million** active users. LinkedIn is top source for career, where users outlining education and work experience, make connections with other professionals, interact in group discussions, post job ads or apply for jobs.

Note : Social media and social networking work collectively in one umbrella known as **Web 2.0**. They work together, one cannot reach to its potential without the other.

Readers may read more at :

- 1 <http://www.socialmediatoday.com/content/5-differences-between-social-media-and-social-networking>
- 2 [http://www.huffingtonpost.com/fauzia-burke/social-media-vs-social-network\\_b\\_4017305.html?ir=India](http://www.huffingtonpost.com/fauzia-burke/social-media-vs-social-network_b_4017305.html?ir=India)
- 3 <http://www.prelovac.com/vladimir/top-list-of-social-media-sites/>
- 4 <http://www.ebizmba.com/articles/social-networking-websites>

## Creating Web Presence

Web Presence, internet presence and online presence, are different names but carry same meaning. **Web Presence** is defined on Wikipedia as being '**the appearance of a person or organization on the World Wide Web.**' Creating web presence is the most basic reason for building a website. The success in web presence is measured by **web analytics** software, which indicates search engine ranking, traffic, popularity, backlinks and more.

- \* **Website** alone cannot ensure **success in web presence**. Website is just one component of a complex network of information.
- \* Website is relatively static, presents long lasting contents that need to be endorsed, publicized and communicated to people.
- \* **Blog posts** are great, nice way to announce, present bulletins or spread information online. Blog when used correctly becomes an effective tool for promoting website contents.
- \* **Social media and Social networking** are the other big thing in the world of Internet. **Social media** is a way to transmit, or share information with a broad audience, while **Social networking** engage groups of people with common interests and build relationships through community. The social sites are ideal places to publicize blog and website contents.

Note : Depends on what you need, you may create any one or all of these – a traditional Website, one or more Blogging sites, and one or more Social sites. Examples below, are my own **website, blog, Social media & Social networking sites**.

### (a) Creating Website : Example – <http://www.myreaders.info>

The web URL <http://www.myreaders.info/> is a personal website that **offers free online learning resources** to world wide students and educators. The web content are mostly courseware, teaching material, lecture slides, distributed over several pdf files consisting thousands of pages having text, graphics and mathematical expressions. The contents are long-lasting and therefore the website is updated only with new contents. The **Website follows a hierarchical structure** representing a family tree of page icons, is described below.

- \* The first big task for starting a website is choosing and buying a **domain name**. I have chosen and purchased a domain name, that is easy to remember, type, fits best to my web contents and the website readers / users.
- \* The web contents are **my** lecture notes, invited talks, articles, opinions, etc. The website is to attract **readers** mostly students, teachers and professionals. The website to offer **information** about few selected technology, science, education, career and issues. Thus domain name 'myreaders.info' looked

appropriate for my website.

- \* In March 2008, purchased domain name 'myreaders.info' from domain registration company [www.indialinks.com](http://www.indialinks.com) for period of ten years.
- \* Website design software, tools and resources were purchased from 'Netobjects Fusion Essentials' <http://www.netobjects.com/html/essentials.html> and learned just enough to create and manage my own site.
- \* The Website follows a hierarchical structure representing a family tree of page icons. The pages have parent, child, and sibling relationships.
- \* The web pages title appear in title bar, master borders, buttons, banners and drop down menu for navigation and emphasized in search engine queries.
- \* The web pages are arranged in three levels as 0, 1, 2 . The pages named at each level are follows.

(1) Home page is default as index.html at root level, URL <http://myreaders.info/index.html>.

The next level -1 pages are children of parent Home page :

(1.1) Courseware, (1.2) Tech. Sci., (1.3) Education, (1.4) Career, (1.5) Current Issue, (1.6) Site Map .

Again each of these children are the parent of next level pages seen in drop down and side ways menu .

The next level-2 pages as siblings of parent page (1.1) Courseware :

(1.1.1) Artificial Intelligence, (1.1.2) Soft Computing, (1.1.3) Image Proc & C V, and (1.1.4) Projects . are siblings of parent.

The next level-2 pages as siblings of parent page (1.2) Tech. Sci :

(1.2.1) Remote Sensing, (1.2.2) Communication, (1.2.3) Computer, (1.2.4) Electronics and (1.2.5) Orbital Mechanics.

The next level-2 pages as siblings of parent page (1.3) Education :

(1.3.1) Core Subjects, (1.3.2) Assignments .

The next level-2 pages as siblings of parent page (1.4) Career :

(1.4.1) Engineering, (1.4.2) Management, (1.4.3) Opportunities.

The next level-2 pages as siblings of parent page (1.5) Current Issue :

(1.5.1) Local Issues, (1.5.2) Global Issues .

The next level-2 pages as siblings of parent page (1.6) Site Map :

(1.6.1) Site Structure, (1.6.2) Feedback, (1.6.3) About Me .

- \* Web contents are held as local in asset folders within website accessible by search engines. Asset folders contains mostly text & graphic files in WD, PDF and image formats, exceeding > 2000 pages. These are my lecture slides, notes, articles opinions, having long text, graphics, equations, hypertexts and links to other web pages and websites.
- \* Managing assets means view, add, delete, link file, data objects and variables

from pages on which these appear. Valuable web content and its management, together add **quality**, **credibility** and **reliability** to any website.

- \* META tags are inserted in every page. The **tags** are what browsers, search engines and other web services look for.
- \* XML **sitemap** support provided for web crawlers to discover site content; (Ref [http://www.myreaders.info/sitemap\\_ror.xml](http://www.myreaders.info/sitemap_ror.xml) ).
- \* Host for the website : In Dec. 2009, registered with **Web Host** company <http://www.justhost.com> for **hosting the website**. The justhost (hardware) is located at USA, ensures security and committed uptime. The web hosting is renewed recently, the renewal package cost is about \$350 for a period of four years.
- \* The website is submitted to popular search engines, **Google, Yahoo, and Bing** (MSN) to gain visibility. Search engines and web **crawlers/robots** look for HTML Navigation Links, meta tags, and XML sitemap support to discover site content. (Ref <http://safehouseweb.com/how-to-submit-url-to-google-bing-yahoo-and-ask/> ).
- \* A credible website appears on first page of one or more search engine which requires lot many checks and actions. The online website **reviews, recommendations, ratings, ranked lists** services are used for this purpose. Remember these are because of web contents that are most important for which people come to website.
- \* Finally, the growing presence of the website on internet is reflected in **global traffic rank** measured by the popular (Alexa) web analytics. The global traffic rank measured for this website are : Worldwide Rank 2,530,226, Rank in United Kingdom 1,285,027, Country Rank 157,639 on March 23, 2015. (Ref <http://urlm.co.uk/www.myreaders.info> ).

#### **(b) Creating Blog : Example – [www. myreaders.wordpress.com](http://www.myreaders.wordpress.com)**

The web URL <https://myreaders.wordpress.com/> is a **Blog** created using **WordPress open-source blogging tool** available free for registered users. A blog includes text, images, and links to other blogs, Web pages, and other media related to its topic.

- \* In March 2007, sign up with a blog service provider '**WordPress**' to build a free site.
- \* User name '**myreaders**', address '**myreaders.wordpress.com**' as free sub domain that never expires, and free space 3 GB.
- \* Blog consists 6 sections called '**pages**' to write on about the '**posts**'. The blog pages show quasi-static contents.
- \* Blog pages are named as '**Home**', '**About ME**', '**Courses**', '**Science & Tech.**', '**Education & Research**', '**Opportunity** , '**Issues**'.



- \* Blog posts are the series of **discrete entries** that appear on the World Wide Web. The blog posts are organized into 10 groups called '**category**' for convenient browsing and display posts.
- \* Blog categories are '**World of Internet**', '**Artificial Intelligence**', '**Soft Computing**', '**Comp. Vision & Image Proc**', '**Electronics & Comm.**', '**Computers**', '**Remote Sensing**', '**Orbit & Space Tech.**', '**Projects & Proposals**', '**Education & Opportunity**', '**Opinion**'.
- \* All blog posts appear in **reverse chronological order** (most recent one showing first), by default setup in category NIL – All Posts.

### **(c) Creating Social media sites : Delicious, Diigo.**

The Del.icio.us and Diigo are world's leading **social bookmarking services** for storing, sharing and discovering bookmarks of web resources/content. I started with **Delicious** and later added **Diigo** which offers all features of delicious and even more. These two social media broadcast my website contents to reach large audience.

- \* Delicious <http://delicious.com/myreaders/>
- \* Diigo <https://www.diigo.com/user/myreaders>

### **(d) Creating Social networking sites : Facebook, Twitter, LinkedIn**

Social network sites are web-based services that enables users to **create public profiles** within his Website and **form relationships** with other users of the same Website service who access their profile. The top three Social network sites are Facebook, Twitter and LinkedIn. Each of these three serve different purpose. **Facebook** invite and connect with fans and friends. The **Tweets** are publicly visible by default. **LinkedIn** is top source for career, where users outline their work experience to make connections with other professionals. I have used these three social networking services to project the public profiles of my website contents.

- \* Facebook wall <http://www.facebook.com/pages/myreadersinfo/155635077807837>
- \* Twitter <https://twitter.com/myreaders>
- \* LinkedIn <http://www.linkedin.com/in/myreaders>

Here a question asked – Should Website, Blog and Social sites be stand-alone coordinated entities or combined ?

There are many conflicting views in this regard. I have **no need of combine or integrate Website, Blog and Social sites**, nor I am sure of the prose and cons of doing so. I regard these as stand-alone, separate and independent entities stacked in a pyramid in the order they are evolved.

- \* The Website, Blog and Social sites – All **stand-alone coordinated entities in a pyramid structure** where the Website is at the bottom, the Blog is in the middle, and the Social media & networking sites at the top.
- \* The Website HTML Navigation Links, meta tags, XML sitemap support web crawlers to discover site content and responsible to **generate enough traffic**.
- \* The **Blogs** are more 'search engine friendly' than websites. I write my blog pages and postings in a way, to **drive traffic towards my website**. The links that come from blog and focused into website have additional value because they come from an external site of appropriate content and good quality.
- \* The **social media created public profile** of the website (titles, key words, abstracts and links) and **shared with wide audience** that enables users to build relations or **form groups over social networking sites**.

### **Creating Brand name 'myreaders' for growing presence on internet**

The world of internet consists **millions of Websites**. Today making website is easy. Anyone can have a Web site, but how do you know **which site** to bookmark or **worth visiting again and again** ? The answer is **branding**, a promise, an assurance of worth visiting a website URLs more than once. Note that the sites visitors go back to are the sites they **trust**. However, a website to earn visitor's trust is difficult but essential. Here are some pre-requisites that I followed and make efforts to build my website worthy of trust.

- \* **Web identity is domain name**, that is an integral part of website, must be **short, relevant, and memorable** to prospective visitors. **My web domain name** is 'myreaders.info' .
- \* **Web contents attract visitors**, must be **focused, rigorous** on few **specific** subjects / topics. **My web contents** include a fair amount of courseware, teaching materials, lecture slides/notes, articles, address on specific technology, and links to other websites.
- \* **Website look** must be **professional**, so that **visitors stick around to explore** the site further. **My website is supported** with page icons, banners, title bar & master borders, buttons, drop down menu, asset folders, meta tags, managing view, add, delete, links to file, data objects & variables etc. Thus the site is not just friendly to users, but to web crawlers and search engines to discover site content.
- \* **Credible human elements behind website** earn visitor's trust. **My website is supported** with 'about me', contact page, e-mail id, feed back page.
- \* **Web server location** is at **Chicago**, Illinois, United States. In Dec. 2009 registered with web host company, <http://www.justhost.com>. The website

was hosted in January 2010.

- \* **Blog does online brand advertising**, provides commentary on a particular subject, functions as personal online diary. **My website is supported** with two open-source blogs respectively on blogging platforms offered by WordPress, and Blogger.
  - Open-source blogs      WordPress    <https://myreaders.wordpress.com>  
   Blogger      <http://www.myreaders.blogspot.com/>
- \* **Social media transmit, or share information with a broad audience**, while **Social networking engage groups of people with common interests** and build relationships through community. **My website is supported** with two social media sites and three social networking sites respectively – wordpress, Blogger, Delicious, Diigo, Facebook, Twitter, and LinkedIn.
  - Social Media Sites
    - Delicious      <https://delicious.com/#myreaders>
    - Diig            <https://www.diigo.com/user/myreaders>
  - Social Networking Sites
    - Facebook      <http://www.facebook.com/pages/myreadersinfo/155635077807837>
    - Twitter        <https://twitter.com/myreaders>
    - LinkedIn       <http://www.linkedin.com/in/myreaders>
- \* No matter what blog and social sites are, **always ensured that blog and social sites URLs are in context with website domain name 'myreaders'**.
- \* Finally, the **performance the website** domain myreaders.info can be seen at following website review URLs :
  - Overview      <http://metricskey.com/site-info/myreaders.info>
  - Rank in UK     <http://urlm.co.uk/www.myreaders.info>
  - Domain report <http://www.websitelooker.net/www/myreaders.info>
  - Site analysis   <http://www.sitetrail.com/myreaders.info>
  - Overview      <http://www.alexa.com/siteinfo/myreaders.info>

## Conclusion

Presented a very comprehensive article, that includes World Wide Web, Web model technologies, Creating website, Creating blog, Creating social media & social networking sites, Creating successful web presence and Creating brand name.

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