

How to create the digital identity of an E-enterprise

What is an e-enterprise?



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Digital Identity for Companies



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What is an e-enterprise?

An e-enterprise is a company operating via the Internet. This business can have off-line counterparts, or be a stand-alone enterprise consisting entirely of Internet operations.



The importance of the name of the e-enterprise

It's amazing how crucial a name can be.

We know the sheer power a brand can have, and when a name is the face of the brand, getting it right is absolutely crucial.

Do not forget:

- It's The First Thing Customers See;
- It Sums Up Everything a Company Is About;
- It's Your Unique Take On an Industry;



The importance of the logo of the e-enterprise



A logo is an extremely important aspect of your business branding.



YOUR NAME

Mail, domain

Email is the Short for electronic mail, email is defined as the transmission of messages over communications networks.



YOUR NAME

SEO Strategy

SEO (Search Engine Optimization) techniques are sites optimization, improving its position in search engines.



How should be the website

different tools to create a website



How should be the website

- **Look Professional**
- **Have a Private Domain Name**
- **Be Secure**
- **Have a Memorable Domain Name**
- **Contain Your Business Name in Text**
- **Contain Your Business Address in Text**
- **Have Your Company Phone Number in Click-to-Call Format**



How should be the website

- **Make Contact Info Easy to Find**
- **Tell Visitors What You Do at a Glance**
- **Highlight Your USP**
- **Show Off Customer Testimonials**
- **Invite Visitor Feedback**
- **Video**
- **High-Quality and Original Images**
- **Any Awards, Certifications, or Associations**
- **A mobile-friendly version of your website**
- **Metadata**





Wix.com is a cloud-based web development platform that was first developed and popularized by the Israeli company also called Wix.



WordPress

WordPress was used by more than 29.4% of the top 10 million websites as of January 2018.



WORDPRESS



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Joomla

Joomla! is a free and open-source content management system (CMS) for publishing web content.



Joomla!®



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Social media



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Social Media

Social networks are a powerful tool for performing connections through individuals, which increase the size of the business and social contacts.



Facebook

Facebook is free to users and generates revenue from advertising, including banner ads and sponsored groups.



Twitter

Twitter is a free social networking microblogging service that allows registered members to broadcast short posts called tweets.



LinkedIn

LinkedIn
is a social
networking
site designed
specifically for the
business
community.



Google+

As social networking features it includes the ability to post pictures to your communities and to group different types of relationships into Circles.



Instagram

Instagram is a mobile, desktop, and Internet-based photo-sharing application and service that allows users to share pictures and videos either publicly, or privately to pre-approved followers.



Flickr

Flickr is an image hosting and video hosting website and web services suite.



Pinterest

Pinterest is a web and mobile application company that operates a software system designed to discover information on the World Wide Web, mainly using images and on a shorter scale, GIFs and videos.



Youtube

YouTube
is a video
sharing
website.

You Tube



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Forums

An Internet forum, or message board, is an online discussion site where people can hold conversations in the form of posted messages.

COMMUNITY FORUM



Blogs

A blog is a frequently updated online personal journal or diary.



Geolocation

Geolocation is the process of finding, determining and providing the exact location of a computer, networking device or equipment.



Google Maps

Google Maps is a web mapping service developed by Google.



Foursquare

Foursquare is a geo-social and microblogging network that allows the user to specify where your business is located and show your promotion to contacts that are near

