



What is an e-enterprise?

Co-funded by the Erasmus+ Programme of the European Union

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# Digital Identity for Companies







## 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.









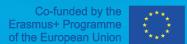
#### **YOUR NAME**

## **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 Clickto-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

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.









#### **Joomla**

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









## Social media



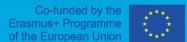


#### **Social Media**

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







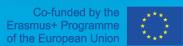


#### **Facebook**

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.







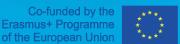


#### LinkedIn

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.







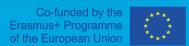


#### Instragram

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







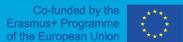


#### **Flickr**

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.



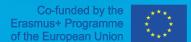


#### **Youtube**

YouTube is a video sharing website.

# You Tube







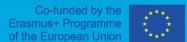
#### **Forums**

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

### **COMMUNITY FORUM**





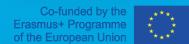


#### **Blogs**

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







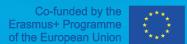


#### **Geolocation**

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







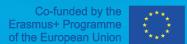


#### **Google Maps**

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







