



About me – PhD student in Mechanical Engineering, 8 years of web development experience



Not suggesting that you try this... but by the end of this course you should have the skills you need to make this possible.



This is what many employers say. Not necessarily to find dirt- maybe just to find out about research, etc...

60% of employers "google" new applicants



By not having a strong web presence (or any web presence), you are hurting yourself in two ways... denying information, and risking bad information coming up in its place

Motivation

Before...

- ▶ Dane Powell
 - "Most wanted" criminal
 - Adult novel hero
 - Twitter fiend
 - Lawyer



...After

- ▶ Dane Powell
 - Student
 - Developer
 - Outdoor enthusiast



Not judging adult novel heros, twitter users, or lawyers- but this isn't exactly the first impression I want to make... So why else build a website?

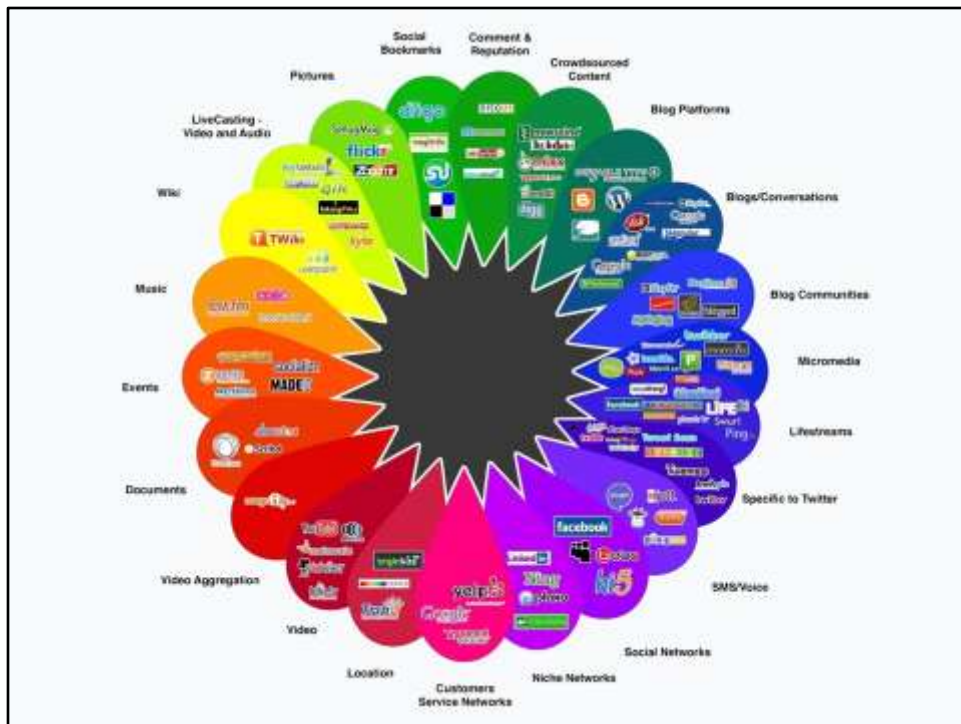


Having a website makes you appear professional



Stand out

Everyone has a LinkedIn account. Everyone has a resume. Now instead of just saying on your resume “yeah I do this”, you can actually show them



Have a permanent online hub



Give people a “one-stop shop” for information about you



Learn a new skill that will help you later in life, and potentially make you more attractive to employers
Various collateral benefits, will mention later

Disclaimer

- ▶ I am not endorsing or being paid by Google – these principles should apply to any search engine

Marketing yourself online

► Part 1: Controlling your online identity

- Search engines 101
- Choosing a moniker
- Securing a domain name
- What your email address says about you
- What to put on your website
- Collateral benefits of a personal website
- Monitoring and maintaining your site

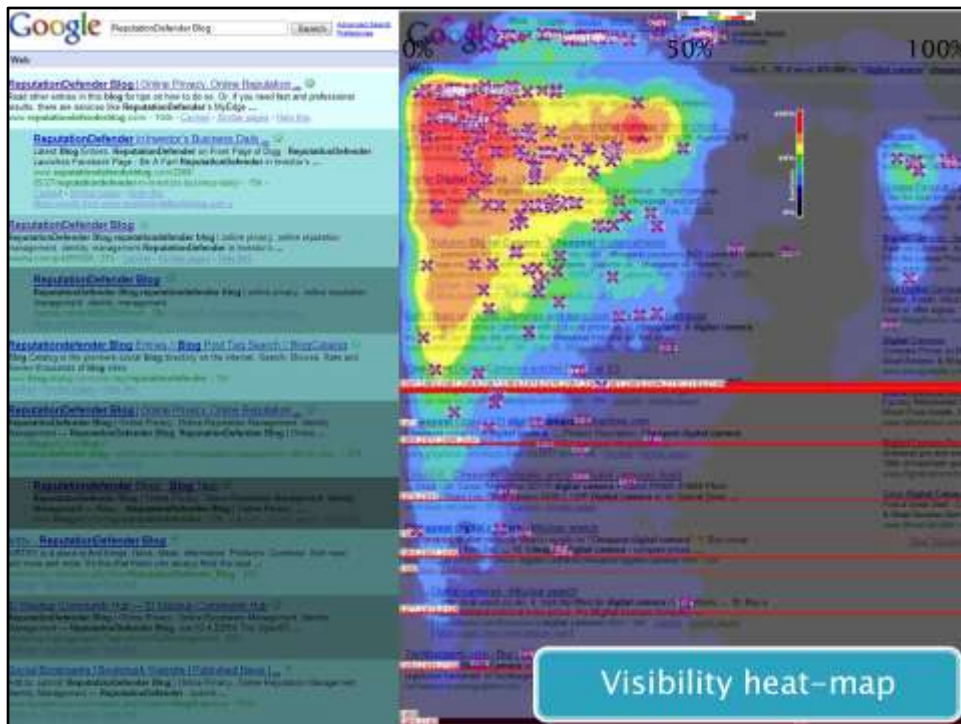


Cornell study

Almost 60% of people don't make it past the first link.

95% of people do not click past the first page.

You might be able to explain this by search engines putting relevant content first...



But people have clearly been trained to only look at the first three results (very good reason behind this by the way- people don't really want to have to consider more than 3 choices)

What does this tell us? If you want to control your online image, you have to control the first three results (and preferably the first page) – close doesn't cut it (horseshoes and hand grenades)



You must be linked to to get noticed!

How you are ranked

- › Number, relevancy, and rank of inbound links
- › Relevancy of content (meta tags, page title, and page content)
- › Domain name
- › Uniqueness of content
- › Frequency of updates

Search engine optimization (SEO)

▶ Do

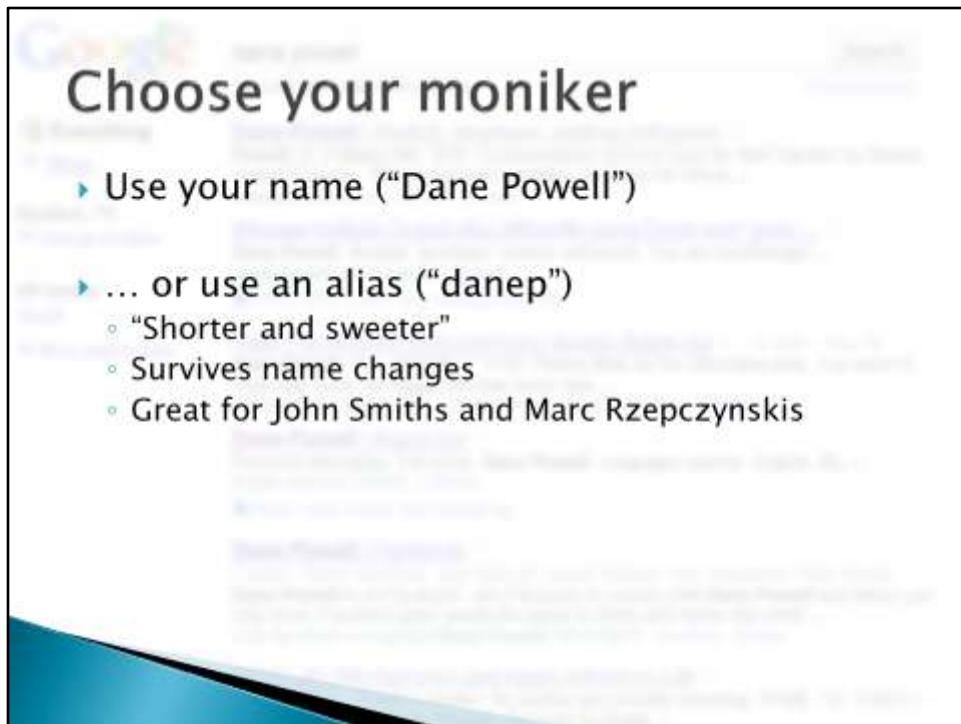
- ...get a personal domain name
- ...get linked to from other highly-ranked sites
- ...follow HTML/CSS best practices
- ...keep content fresh
- ...monitor your site (i.e. Google Webmaster Tools)

▶ Don't

- ...try to game the system
- ...copy content
- ...SPAM comments
- ...pay for "SEO optimization"



Two reasons to choose a moniker: be consistent in how you identify yourself, and be unique



(Names that are difficult to spell, or have multiple spellings – Rzepczynski sure is unique though)



Be sure to renew your domain or risk losing it!



Makes your website feel more personalized



Looks more professional than a more generic domain



One of the first things that people see when visiting or linking into your site.



You aren't stuck with your domain name provider (or hosting service)



You can change lots of things behind the scenes (email provider, hosting provider, etc...) and keep the same website address / email address

Claim your domain



- ▶ "Ideal"
 - danepowell.com
- ▶ Other options
 - Try a different TLD (danepowell.name)
 - Get a subdomain (del.icio.us)
 - Use middle names, nicknames, etc...

Or, get them all!



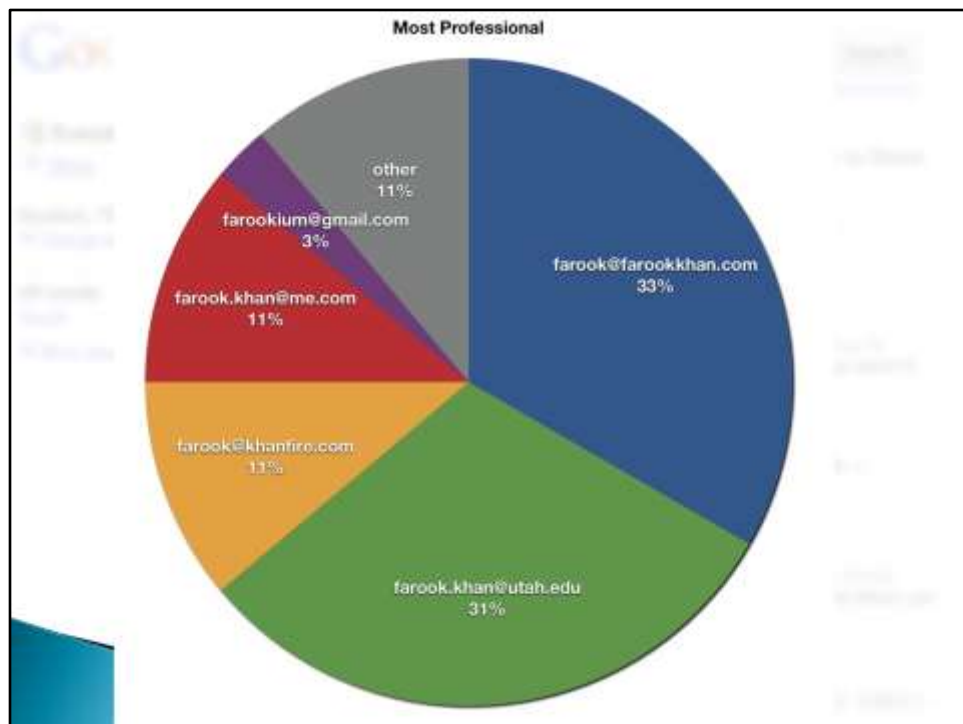
What if you want to change email providers, or your provider becomes 'stigmatized' like AOL

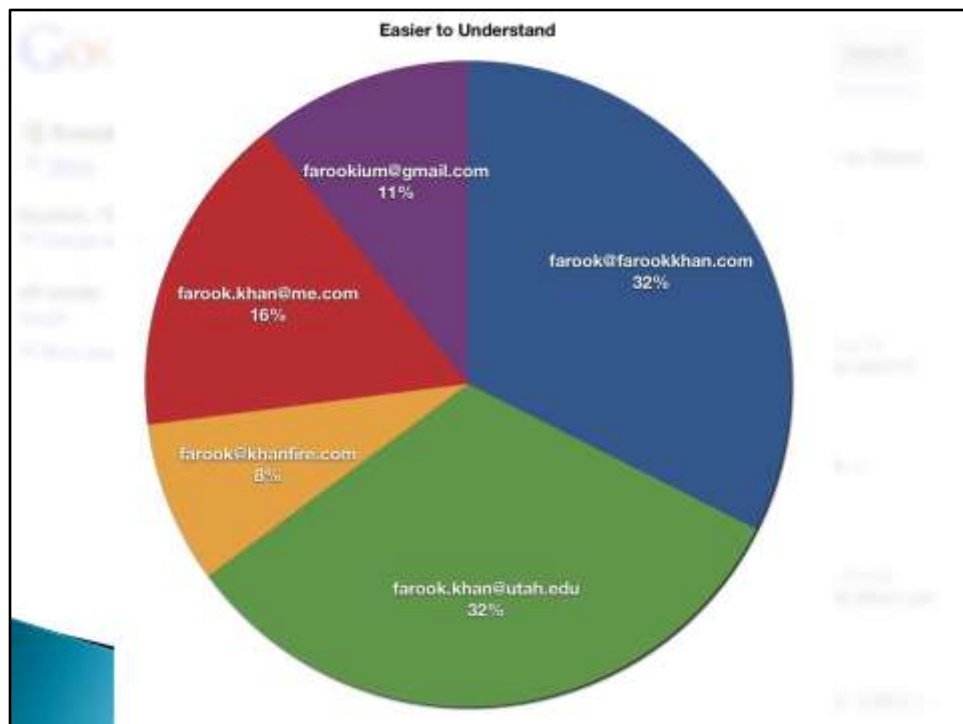
<http://lifehacker.com/5447335/know-what-your-email-address-says-about-you>

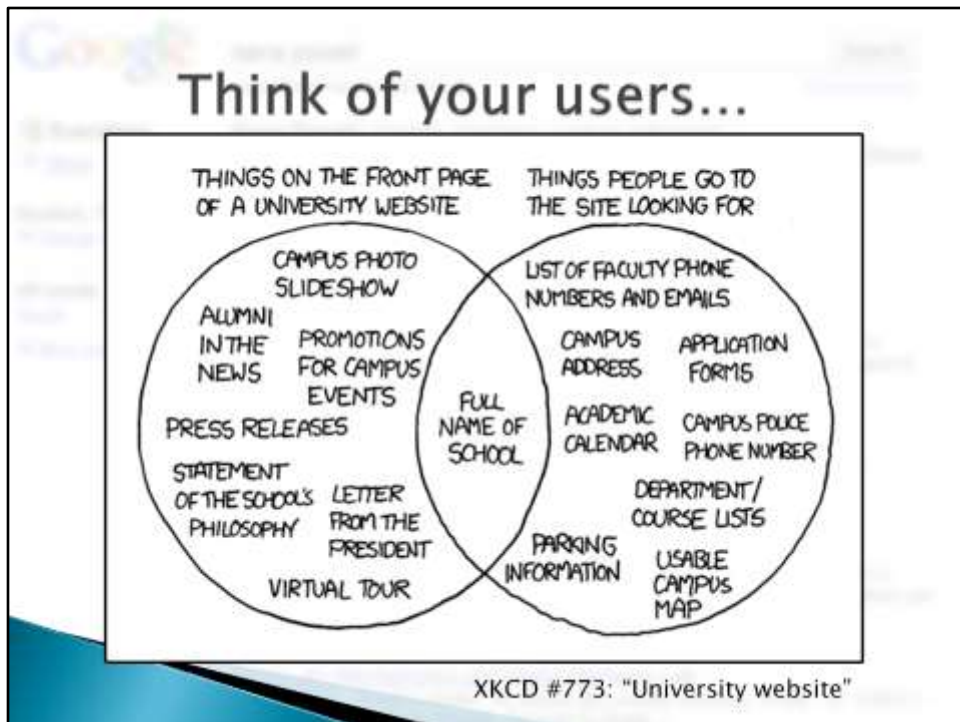


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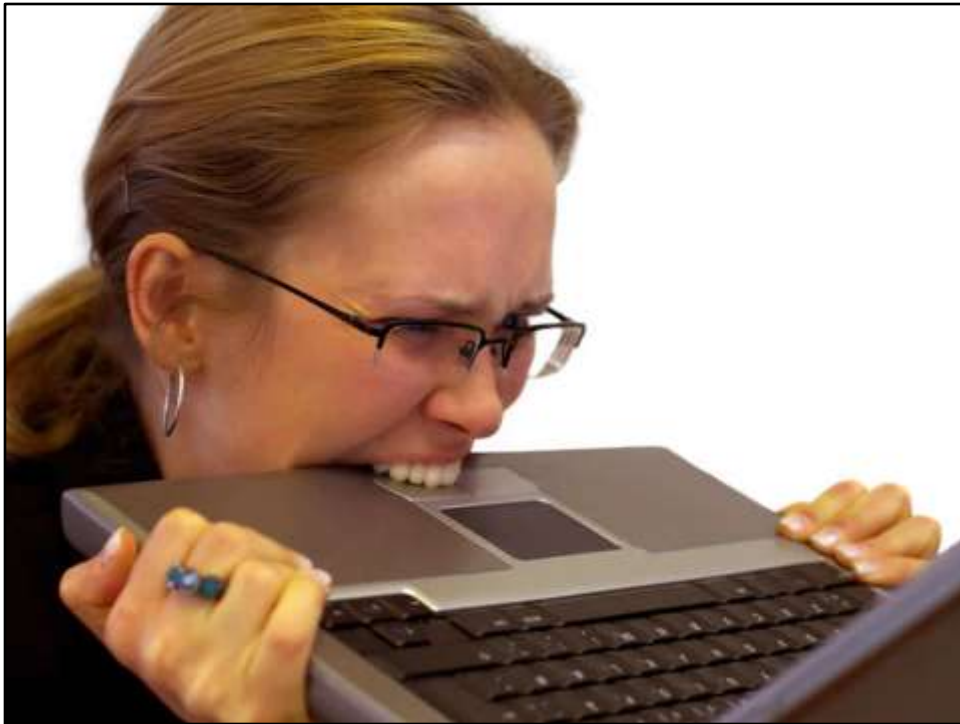
<http://lifehacker.com/5447335/know-what-your-email-address-says-about-you>







Two types of content, marketing and information



People generally come to your site on a mission – figure out what that mission is and make it as easy as possible for them



Make information quick and easy to find- you only have a few seconds to give users what they are seeking



Somewhere between not enough contrast and too much is a happy medium
Consistency in menus, fonts, colors, etc...



Consistency is key



Don't use a cannon to kill a mosquito



Imitation is the sincerest form of flattery




Think of your users, and how they will be viewing your site


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Dane Powell

Student, developer, outdoor enthusiast



About Me



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Research

Master's Thesis: Implementation and Analysis of Shared-control Guidance Paradigms for Improved Robot-mediated Training

MAHI Lab, 2008-Present

Many dynamic tasks have a clearly defined optimal trajectory or strategy for completion. Human operators may discover this strategy naturally through practice, but actively teaching it to them will increase their rate of performance improvement. Haptic devices, which provide force feedback to an operator, can physically guide participants through the optimal completion of a task, but this alone does not ensure that they will learn the optimal control strategy. In fact, participants may become dependent on this guidance to complete the task. This research focuses on developing and testing ways in which guidance can be modulated such that it conveys the proper task completion strategy without physically dominating the operator and thus

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Blog (if you want)

What to put on your website?

- ▶ Don't post/use
 - ...potentially harmful information
 - ...anything flashing, spinning, or making noise (unless it is relevant)
 - ...landing pages ("click here to enter")
 - ...unnecessary scripts or images
 - ...ads
 - ..."under construction" pages



No text in images!



Integrate other cool features, control your data!