

Maintaining an Online Presence

Online Presence



Staying Online

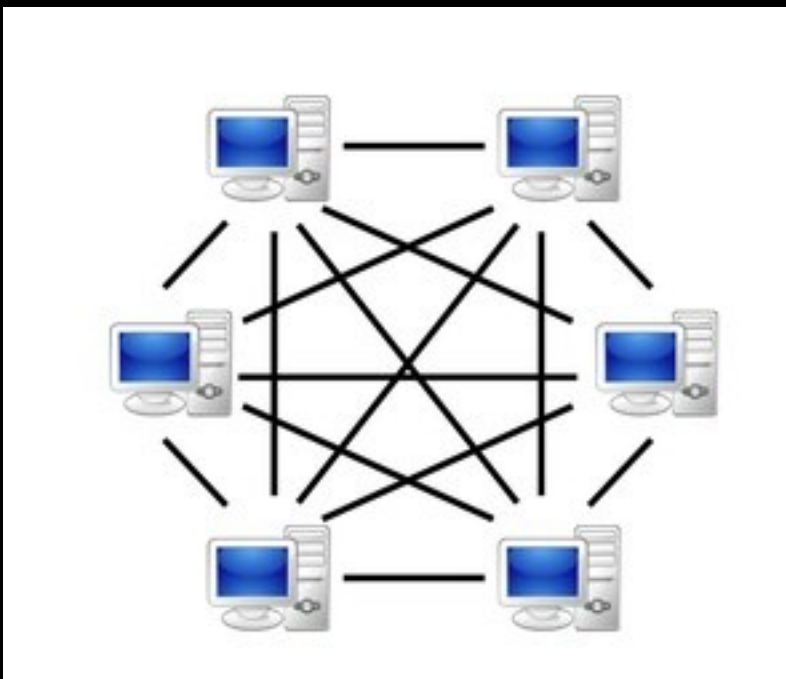
Online Presence Management

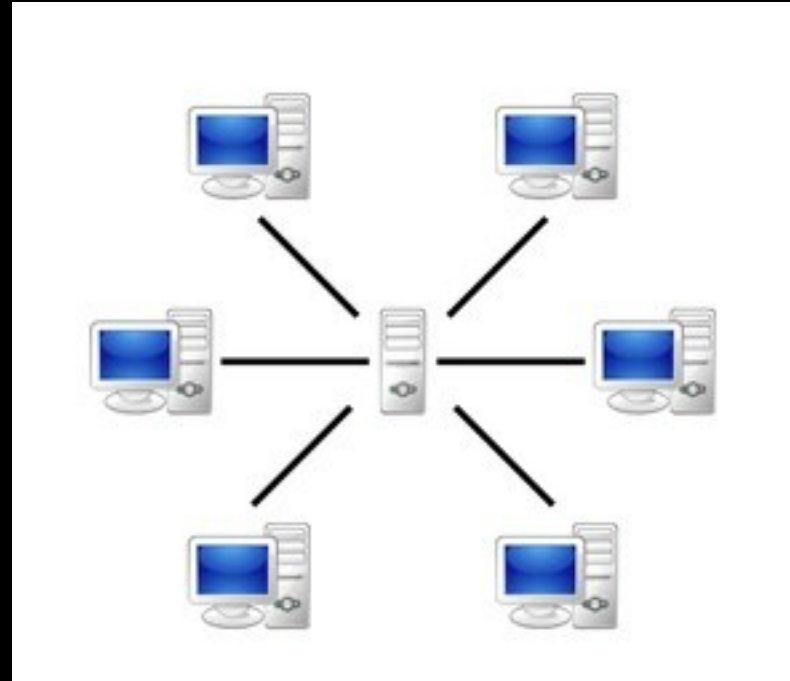


Servers

1,661,321 hours of IT downtime each year

\$26.5 billion in revenue each year





When to Invest in Servers?

Available Server Options

Buying and Configuring a Server

Web Servers and Domains

Protecting Your Business Online



What Exactly is
a Server?

File and Network Security

Increased Reliability

Centralized data and resources

Virus Management

Centralized Backup



When to Invest
in Servers?


Available Server Options

A close-up photograph of server racks in a data center. The racks are dark grey or black with silver-colored front panels. The top of the racks feature a row of indicator lights, some of which are glowing green. Below the lights are several small, square, recessed areas, possibly for ventilation or access. The racks are stacked vertically, and the perspective is slightly angled, showing the depth of the server bays. A large, semi-transparent white circle is overlaid on the right side of the image, containing the text "Physical Servers" in a black serif font. The text is centered within the circle, and there is a small horizontal line under the word "Servers".

Physical Servers



Co-location Servers



Dedicated Servers

Cloud Instances



Buying a Server & Configuration



Scalability

Access

Control

Physical Space

Data Loss

Cost



Web Servers



Web Domains

Web Domains





Most Common Security Breaches

SQL Injection

Cross-Site Scripting

Denial of Service

Online Presence Management



Website

Google Business Listing

The image shows a Google search for "Dandelion Chocolate". On the right, a circular inset highlights the Google Business Listing for Dandelion Chocolate. The listing includes a map, photos, a 4.7-star rating from 133 reviews, and contact information. On the left, the search results page shows the website, address, and various links to social media and reviews.

Google Business Listing (Right):

- Dandelion Chocolate**
- 4.7 ★★★★★ 133 Google reviews
- \$ · Chocolate Shop
- Small-batch chocolatier offering handmade candy bars & brownies, cocoa beans & educational classes.
- Address:** 740 Valencia St, San Francisco, CA 94110
- Phone:** (415) 349-0942
- Hours:** Open today · 10:00 am – 9:00 pm
- Menu:** viewmenu.com

Search Results (Left):

- Dandelion Chocolate**
www.dandelionchocolate.com/
At Dandelion, customers often ask me about the amount of caffeine in our chocolate. It's a good question, but a complicated one, especially if you're asking ...
- 740 Valencia St, San Francisco, CA 94110
(415) 349-0942
- Store**
Wrapped Gift Set · Break Bar · Tasting Set – 3 bars ...
- Tours & Classes**
Tours & Classes ... We host our Factory Tours Wednesdays ...
- About Us**
Dandelion Chocolate is a bean-to-bar chocolate factory in the ...
- Visit Us**
Factory and Cafe, Our chocolate factory is open to the public ...
- Retailers**
We also encourage you to find our bars at the following retailers ...
- Contact Us**
IN PERSON, 740 Valencia Street San Francisco, CA 94110 (415) ...
- Dandelion Chocolate - 853 Photos - Chocolatiers & Shops ...**
www.yelp.com · Food · Specialty Food · Chocolatiers & Shops · Yelp · ★★★★★ Rating: 4.5 · 509 reviews · Price range: \$5
Learn all about Dandelion Chocolate in San Francisco. Read 509 reviews, see 853 photos, menu, hours, prices and business information.
- Dandelion Chocolate - Facebook**
<https://www.facebook.com/DandelionChocolate>
Hey Dandelion Chocolate, the Alamo Square Flea Market is next Sunday... during Sunday Streets. We still have spaces available on Hayes for \$40. We're ...
- Dandelion Chocolate (@DandelionChoco) | Twitter**
<https://twitter.com/dandelionchoco>

Customer Reviews

L.A. Burdick Handmade Chocolates

52 Brattle St, Cambridge, MA

 Write a review

4.6 ★★★★★ 455 reviews

Sort by: Most helpful ▼



Adam Solomon

Local Guide · 213 reviews · 928 photos

★★★★★ a month ago

Incredible/mind-blowing hot chocolate limited seating

Let me lead off with the hot chocolate. If I were a condemned man, this ... [More](#)

 Helpful?



James Jumper

Local Guide · 17 reviews · 139 photos

★★★★★ 3 weeks ago - 

Imagine a cold winter day, a miserable day, a day that you just want to forget. If you're wandering near Brattle Street in Cambridge, then you're in luck, because you've entered the land of heavenly chocolate comfort. ... [More](#)

 Helpful?



Lisa K

Local Guide · 35 reviews · 35 photos

Nearly 90% of consumers trust
online reviews as much as they
trust personal recommendations.

63% of consumers are more
willing to buy from a company if
its website has user reviews.

72% of consumers will take action
only after they read a positive
review.

Making the Most of Customer Reviews

SEO

301 redirect: www or not

Domain background check

Google Webmaster Tools

For more information, click here.

vs.

For more information, see our product details.

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and interactive features ...

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Space shuttle Discovery, the first
orbiter retired from NASA's ...

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Media



Thank You!