



PGT Web-Site

Get the Most from Your Web-Site Investment

SCORE Pretty Good Tools (PGT)



Our PGT Series provides you with solutions that are either no cost or low cost.

We provide opportunities for you to work with these tools and techniques in a group face to face environment.


If you want additional help on this topic, or want to talk about business issues you may be having contact us at <https://minneapolis.score.org/> or (952) 938-4570

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Get Your Business Going and Growing with SCORE

We're here to help you get your business started and growing. Work with one of our experienced business mentors. Expand your skills with business workshops and webinars. Write a professional business plan using our templates and resources.

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What Will We Cover



- Basics for Web Media Content
- Measuring the Effectiveness of Your Content
- Techniques for Adding Content to your Web-site
- Techniques for Producing Content for your Web-site

Can provide a way for your clients to purchase your product

by MIT Research

Home BLOG Projects **PiLR MBaaS** PiLR AugPLUS PiLR QuickStart RM PiLR MBaaS Training

PiLR Mobile Backend as a Service

Inspire and Educate
 Use Video's, Images, and Text to Your Message Out
 Determine When to Present Content to Users
 No Coding Required

Get Your Message Across with a Compelling Experience

SubSonex Persona...

- Easily incorporate video, graphics, image
- Integrate with social or text

Google Slides

PiLR Datasets Support Analysis

Monitor

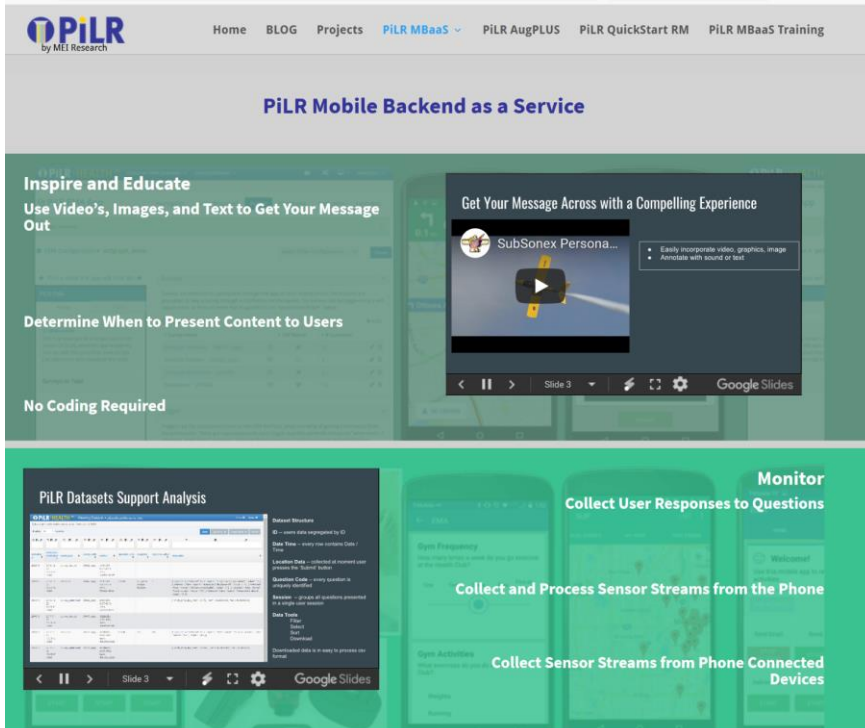
Collect User Responses to Questions

Collect and Process Sensor Streams from the Phone

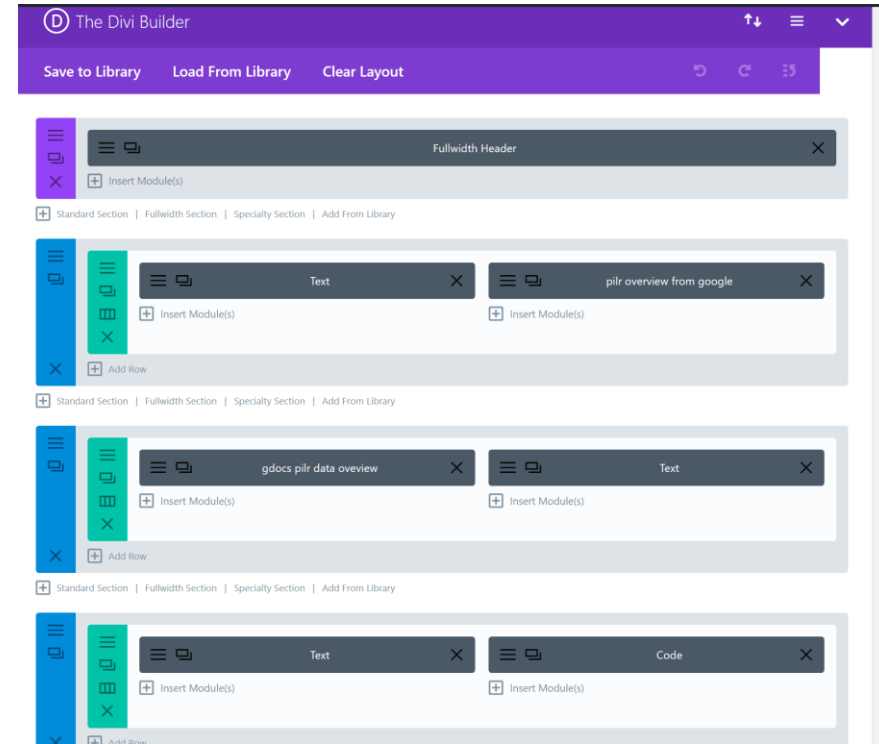
Collect Sensor Streams from Phone Connected Devices

Components of a Web-Page

This is what you see



This is how it gets built



URLs, Links, Embeds

Code Module Settings

General Settings

Advanced Design Settings

Custom CSS

Content:

```
<iframe src="https://docs.google.com/presentation/d/1gAK0ipRV2i46UsYHE-h7R1574jFRL4ZPMPNNZ3ZCFR0/embed?start=true&loop=true&delays=10000"
frameborder="0" width="480" height="299" allowfullscreen="true"
mozallowfullscreen="true" webkitallowfullscreen="true"> </iframe>
```

Here you can create the content that will be used within the module.

Disable on:

- ☐ Phone
- ☐ Tablet
- ☐ Desktop

This will disable the module on selected devices

Admin Label:

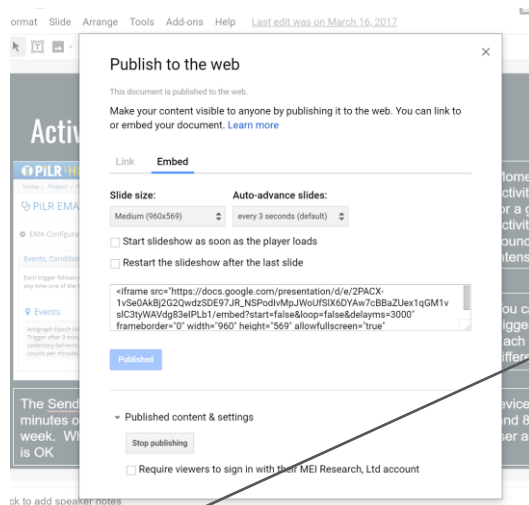
piir overview from google

This will change the label of the module in the builder for easy identification.

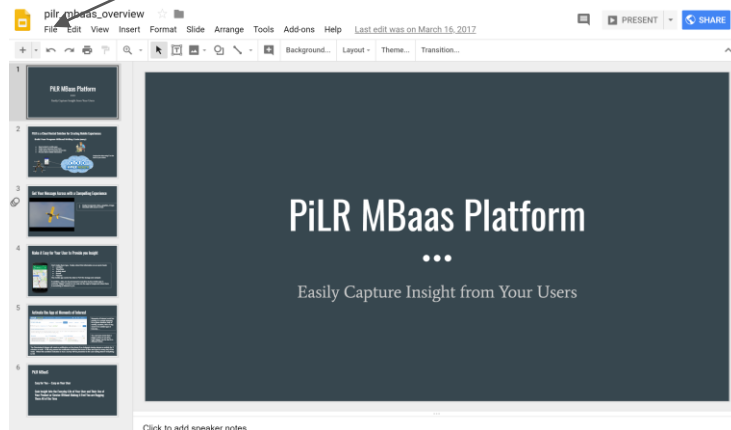
Save & Add To Library



Save & Exit



Clicking "File" allows you select the Share or Publish option that opens this menu



Where You Create Content Matters



The cloud based version of presentation products make it easy to publish your presentations

There are free versions of these products

Emotions Tend to Drive Action

Notice: no facts or product features



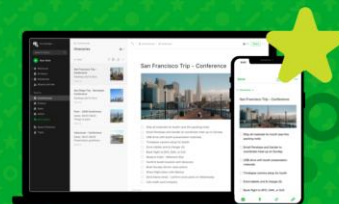
PLANS • FEATURES • HELP & LEARNING ABOUT US •

Sign up or Log in

Feel organized
without the effort

Evernote helps you capture and prioritize ideas, projects, and to-do lists, so nothing falls through the cracks.

SIGN UP FOR FREE



Microsoft Office Windows Surface Xbox Deals Support

All Microsoft Search Cart Sign in

Tackle last-minute shopping online, then pick up at your local Microsoft Store—for free. SHOP NOW >

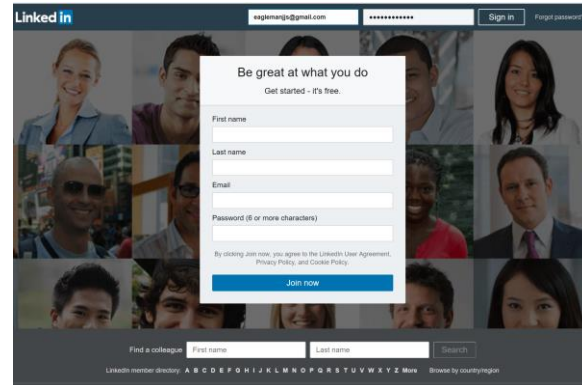


Save up to \$200 on select
Surface Pro 6

Imagine where they'll take their ideas with the ultimate in mobile productivity

SHOP NOW >

• • ||



Unless Hooked, People are Smart and Impatient



Call to Action

- If you are trying to get someone to do something you have somewhere between 15 seconds and a minute to make your point
- If you are using words to frame a call to action, try getting your point across in 10 words or less

Education

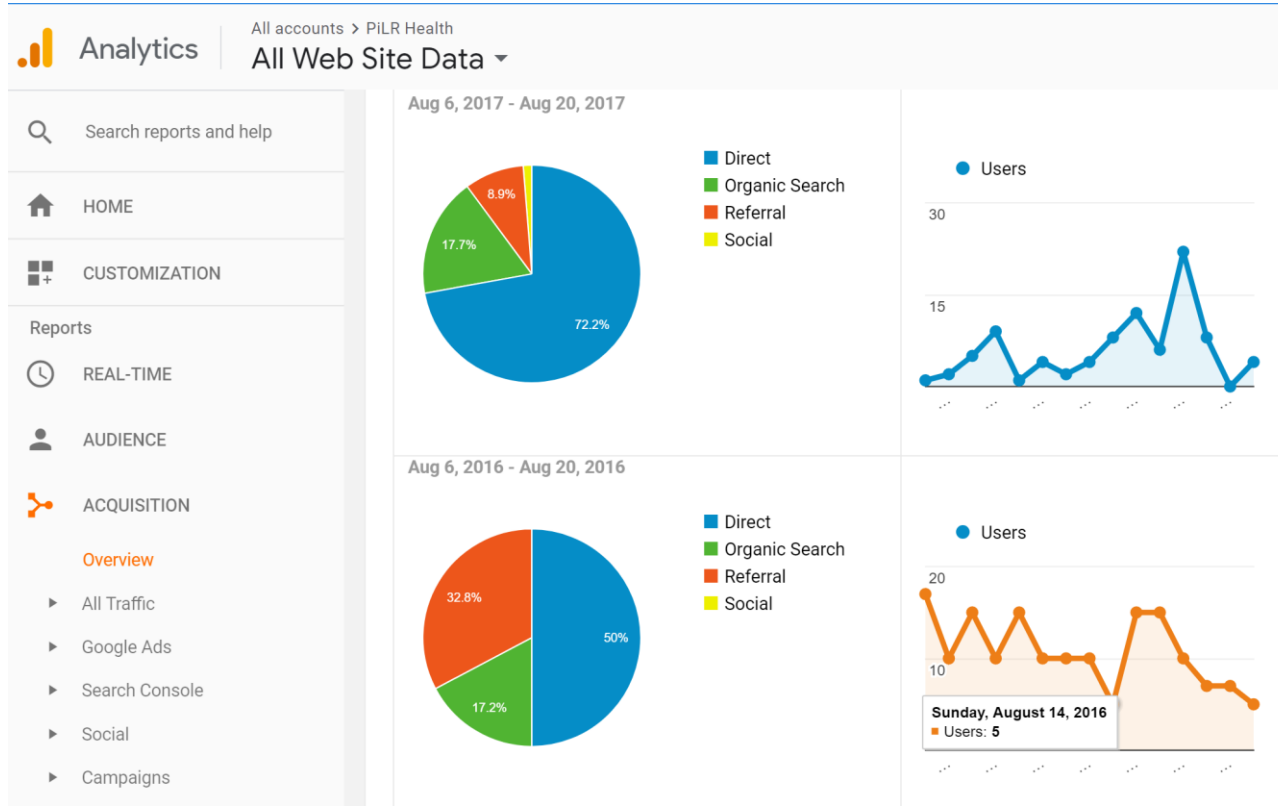
- People will tolerate more words when they are trying to learn
- It is not uncommon for people to spend up to 15 minutes watching a learning video

How To Evaluate Your Content



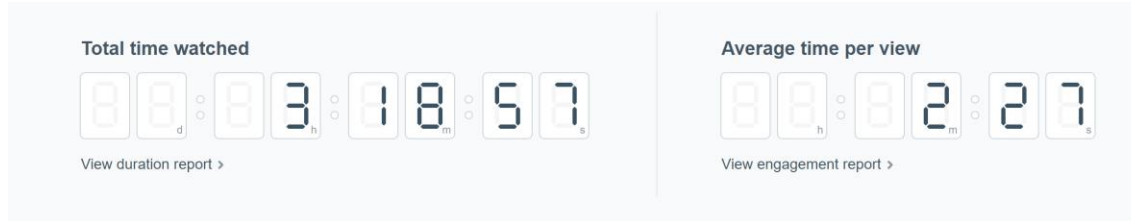
Experiment with your content. What is different about this content? Keep track of your experiments.

Measuring Outcomes



This is what happened during the height of our LinkedIn campaign

Looking at Video Plays



► Most plays

[View plays report >](#)



PiLR Overview
22 plays



5 Minute Survey
12 plays



PiLR Health Ecosystem Overview
8 plays



Take the Survey
7 plays

📺 Most finishes

[View finishes report >](#)



PiLR Overview
9 finishes



PiLR Health Ecosystem Overview
4 finishes



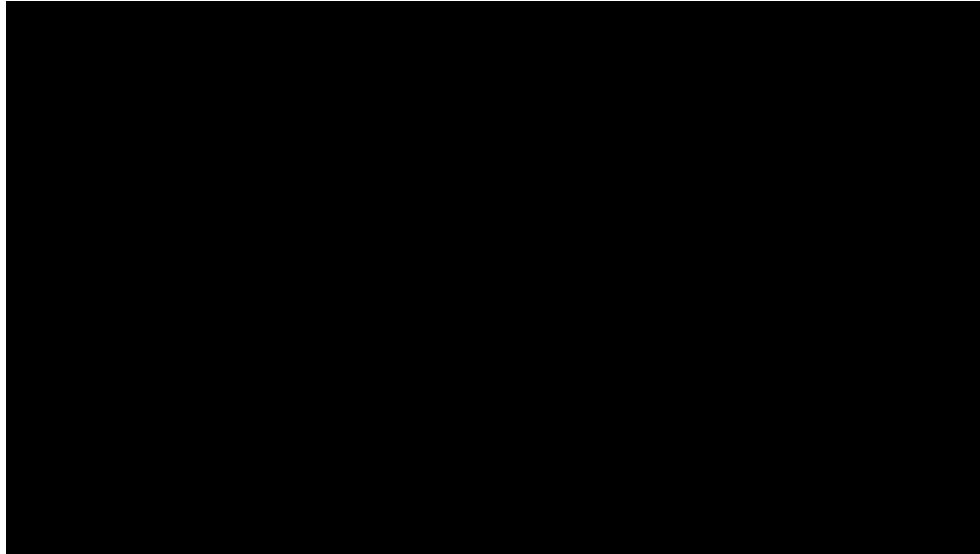
Sample Survey on Mobile Phone
4 finishes



5 Minute Survey
3 finishes

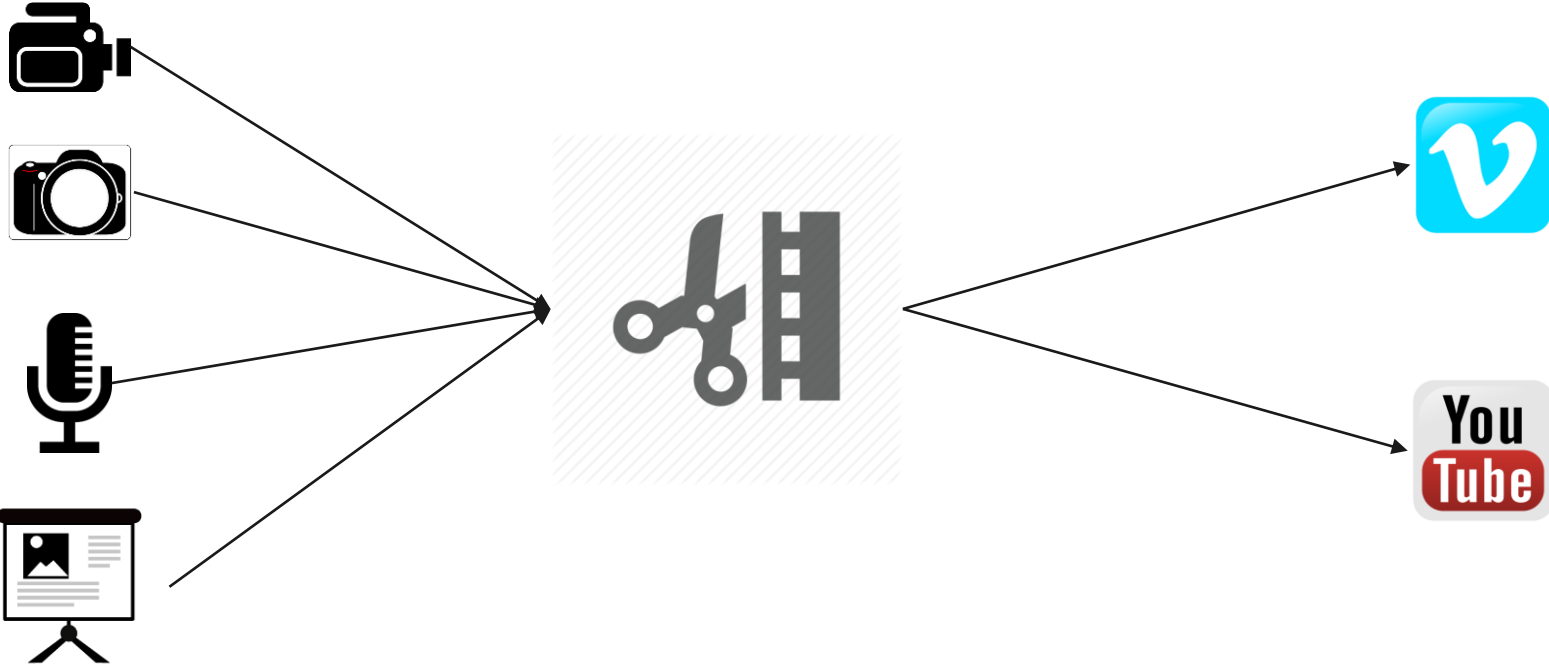
The benefit of using a site like Vimeo and paying their fees is you get enhanced reporting

Click to Play Video



Insert this link into your
browser address bar to view
the video
<https://vimeo.com/280018790>

The Basic Process

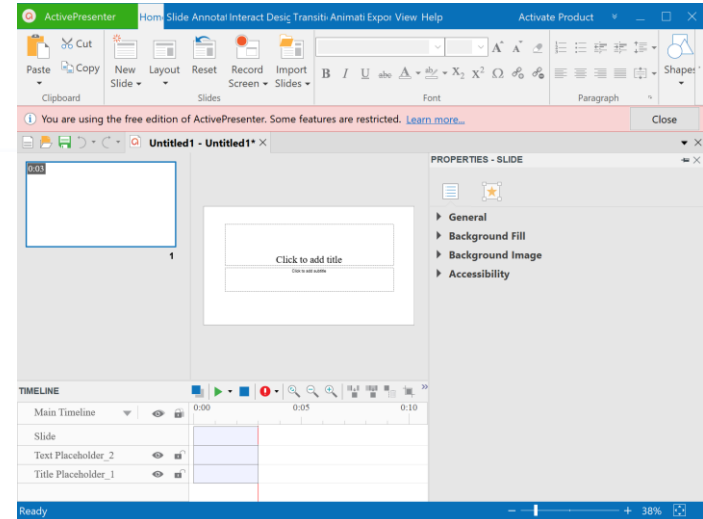
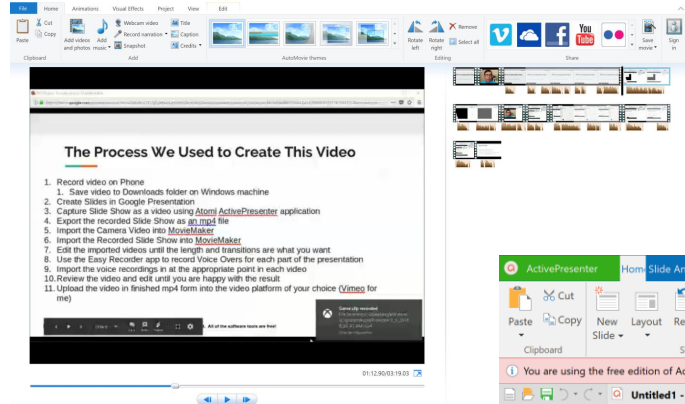
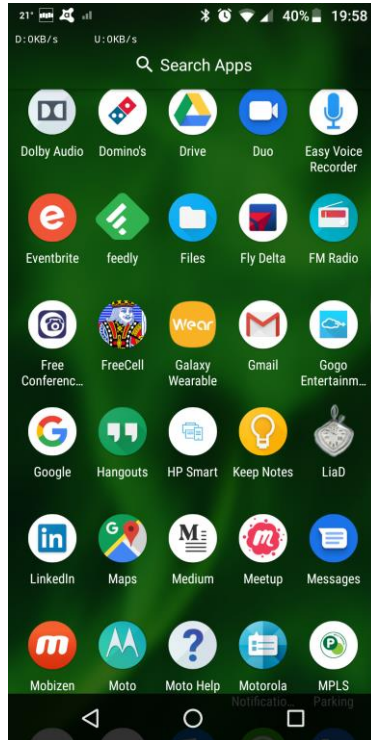


Capture Content

Create Presentation

Publish Finished Product

Free Media Tools Are Everywhere



These are the Tools We Used

Function	Application	Source	Cost
Video Capture	Moto g6 phone	Android	\$200
Picture Capture	Pictures stored in Google	Google	\$0
Sound Capture	Easy Voice Recorder	Android	\$0
Presentation	Google Presentation	Google	\$0
Windows Screen Capture	Atomi Active Presenter	Windows	\$0
Windows Image Capture	Windows Snipping Tool	Windows	\$0
Presentation Editing	Microsoft MovieMaker	Windows	\$0
Publication	Vimeo Personal Account	Vimeo	\$0

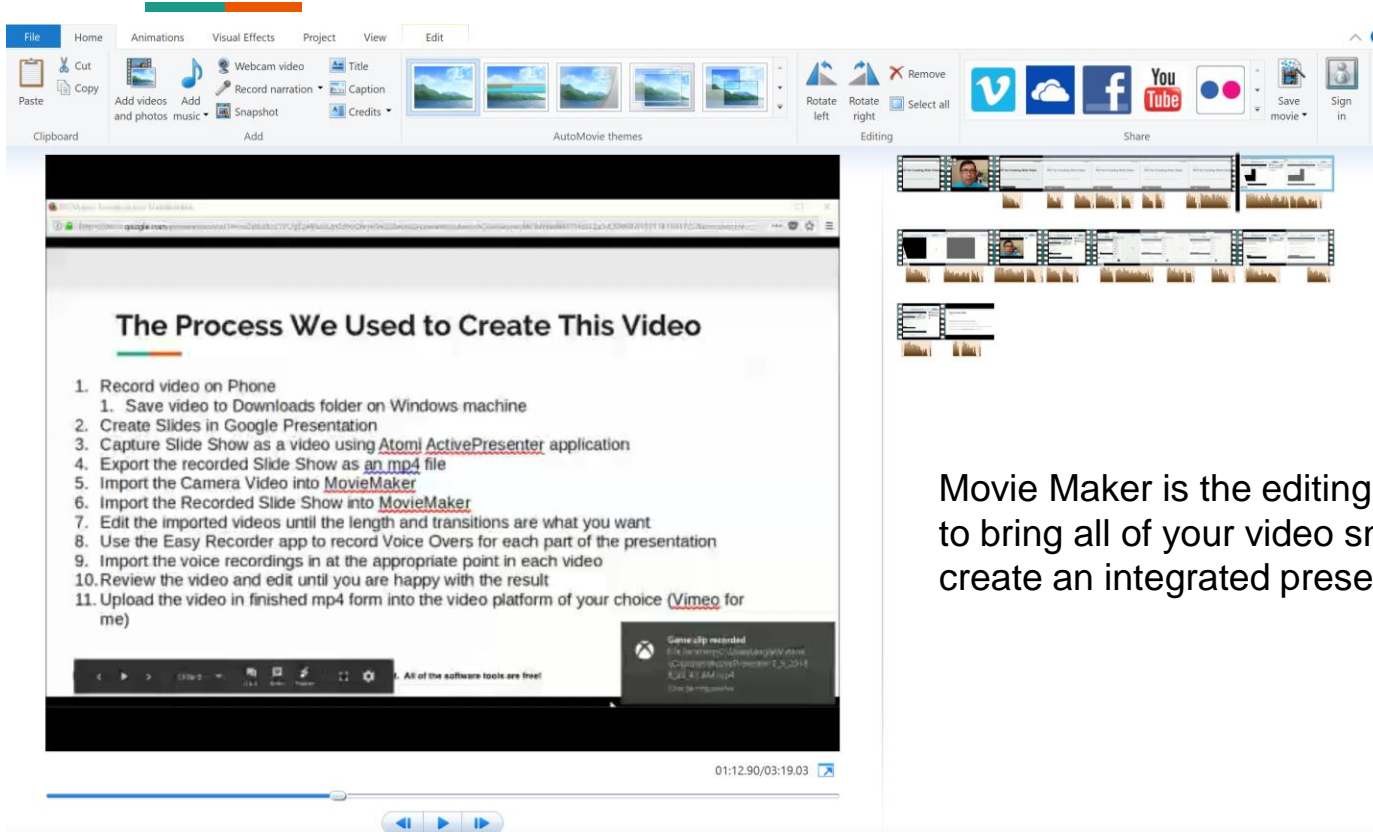
NOTE: these materials were created in an Android / Windows 10 environment. All of the software tools are free!

The Process We Used to Create This Video



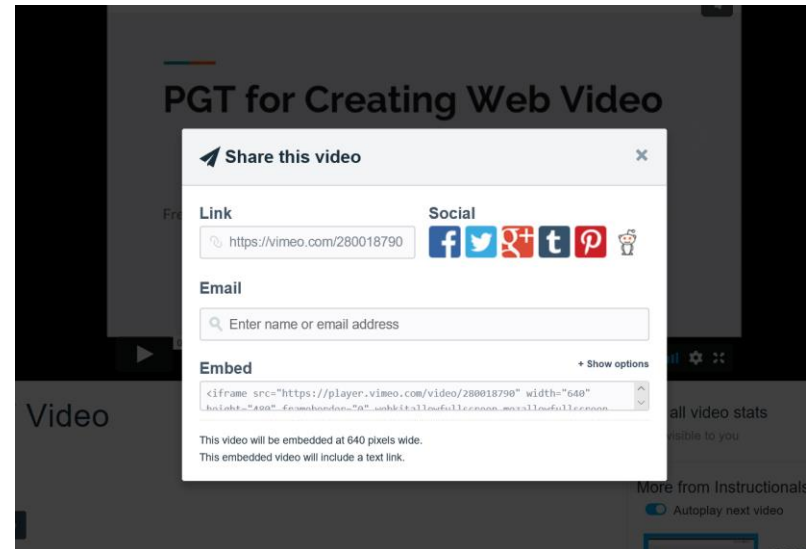
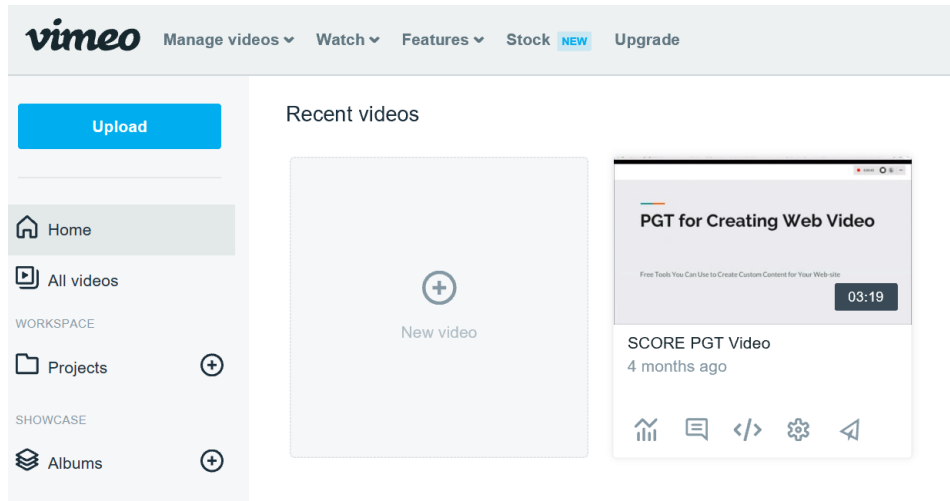
1. Record video on Phone
 1. Save video to Downloads folder on Windows machine
2. Create Slides in Google Presentation
3. Capture Slide Show as a video using Atomi ActivePresenter application
4. Export the recorded Slide Show as an mp4 file
5. Import the Camera Video into MovieMaker
6. Import the Recorded Slide Show into MovieMaker
7. Edit the imported videos until the length and transitions are what you want
8. Use the Easy Recorder app to record Voice Overs for each part of the presentation
9. Import the voice recordings in at the appropriate point in each video
10. Review the video and edit until you are happy with the result
11. Upload the video in finished mp4 form into the video platform of your choice (Vimeo for me)

Movie Maker



Movie Maker is the editing platform that allows you to bring all of your video snippets together and create an integrated presentation

Host Your Content at YouTube or Vimeo

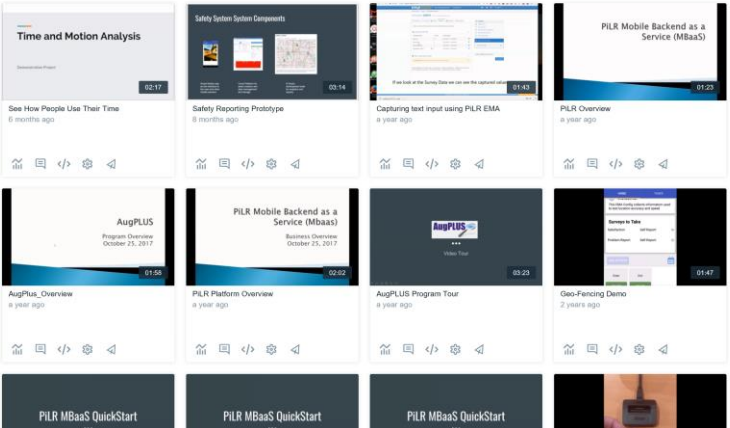


Links and Embeds Are Your Friends

All videos 36 videos

Date added ▾

Stats Search my videos



My Drive > Public

Name ↑	Owner	Last modified
AugPlus_Technology	me	Jul 18, 2017 me
Branching and Piping Rules20160422.docx	me	Apr 22, 2016 me
device_quickstart	me	Feb 5, 2018 me
device_quickstart.pptx	me	Feb 5, 2018 me
health_prototype	me	Mar 3, 2018 me
pilr_geo_demo_project	me	May 11, 2017 me
pilr_health_data_sets	me	Jan 10, 2018 me
pilr_mbaas_dev_paradigm	me	Feb 16, 2017 me
pilr_mbaas_overview	me	Mar 16, 2017 me
PILR_MBaaS_Story	me	Apr 4, 2017 Jon Moon
pilr_project_planning_process	me	Apr 18, 2016 me
pilrhealth_slider	me	May 19, 2016 me

Create a library of media content that you can rotate on/off your site. Use analytics to learn what engages your audience.

Your On Your Way!



Use this approach to create your own presentations and videos.

Attend a Lunch and Learn or Workshop to get face to face instruction.

This video should serve as a refresher for the course materials. Feel free to watch as often as needed.

Still need help? Contact us at <https://minneapolis.score.org/> or (952) 938-4570