

EFICACIA DE WORDPRESS PARA LA VISIBILIDAD Y POSICIONAMIENTO DEL CIBERMEDIO: EVALUACIÓN DE MODELO



SEMINARIO DIGIDOC

CICLO:

2ª SESIÓN

PONENCIAS Y DEBATES AUDIENCIAS ACTIVAS

14 DE FEBRERO 2014

Título del proyecto (vigente): audiencias activas y periodismo. interactividad, integración en la web y buscabilidad de la información periodística. Entidad financiadora: ministerio de educación y ciencia. nacional. Tipo de aportación: investigador registrado. Referencia de la concesión: cso2012-39518-c04-02

Toni González Pacanowski- UPF

LA IDENTIDAD DEL MEDIO ES SOCIAL Y DIALÓGICO

- ▶ **HIPERSEGMENTACIÓN DE CONTENIDOS**
- ▶ **REBELIÓN EN LAS AULAS (ADOLESCENTE, ANTISISTEMA...)**
- ▶ **VIDEO EMOCIONAL**
- ▶ **MARCAS CON PATROCINIO SOCIAL COMPROMETIDO**
- ▶ **CROWDFUNDING**
- ▶ **“GAMIFICACIÓN” Y “FRIENDLIZACIÓN” ES CALIDAD.**
- ▶ **AUDIENCIA ES PODER, INFLUENCIA**
- ▶ **CREDIBILIDAD ES PRESTIGIO, REPUTACIÓN ES VALOR**
- ▶ **RIESGO DE PAID SOCIAL MEDIA**
- ▶ **JUICIOS SOCIALES: ¿REPUTACIÓN PERDIDA?**
- ▶ **ESTRATEGIA. FREEMIUM?**

RELEVANCIA DE WP

- 1. Fully Responsive: Design / managing and multiformat**
- 2. Multifunctional.**
- 3. SEO Friendly.**
- 4. Allways ready.**
- 5. Exclusive +open**
- 6. Growing**
- 7. Exclusive + Open**
- 8. Cases**

FULLY RESPONSIVE

Design / managing and multiformat



WordPress for iOS

WordPress for iOS is the app that lets you write posts, upload photos, edit pages, and manage comments on your blog from your iPhone, iPad, or iPod touch. With support for both WordPress.com and self-hosted WordPress (2.92 or higher), users of all experience levels can get going in seconds.

[Learn more](#) | [Download](#)



WordPress for Android

Write new posts for your WordPress blog, edit content, and manage comments with built-in notifications, all on your Android device.

[Learn more](#) | [Download](#)



WordPress for BlackBerry

Post to your WordPress blog from your BlackBerry. Manage comments and media, upload videos and more with this BlackBerry native app.

[Learn more](#) | [Download](#)



WordPress for Windows Phone

WordPress for Windows Phone makes it easy to manage your blog or website while on the move. Writing and editing Posts and Pages is a breeze, as well as being able to quickly moderate comments and check statistics. And it's all made to get you in and out quickly.

[Learn more](#) | [Download](#)



WordPress for Nokia

WordPress for Nokia allows you to edit your existing blog content, add new posts and pages, manage comments, and more — directly from your S60 or Maemo-powered Nokia.

[Learn more](#) | [Download](#)

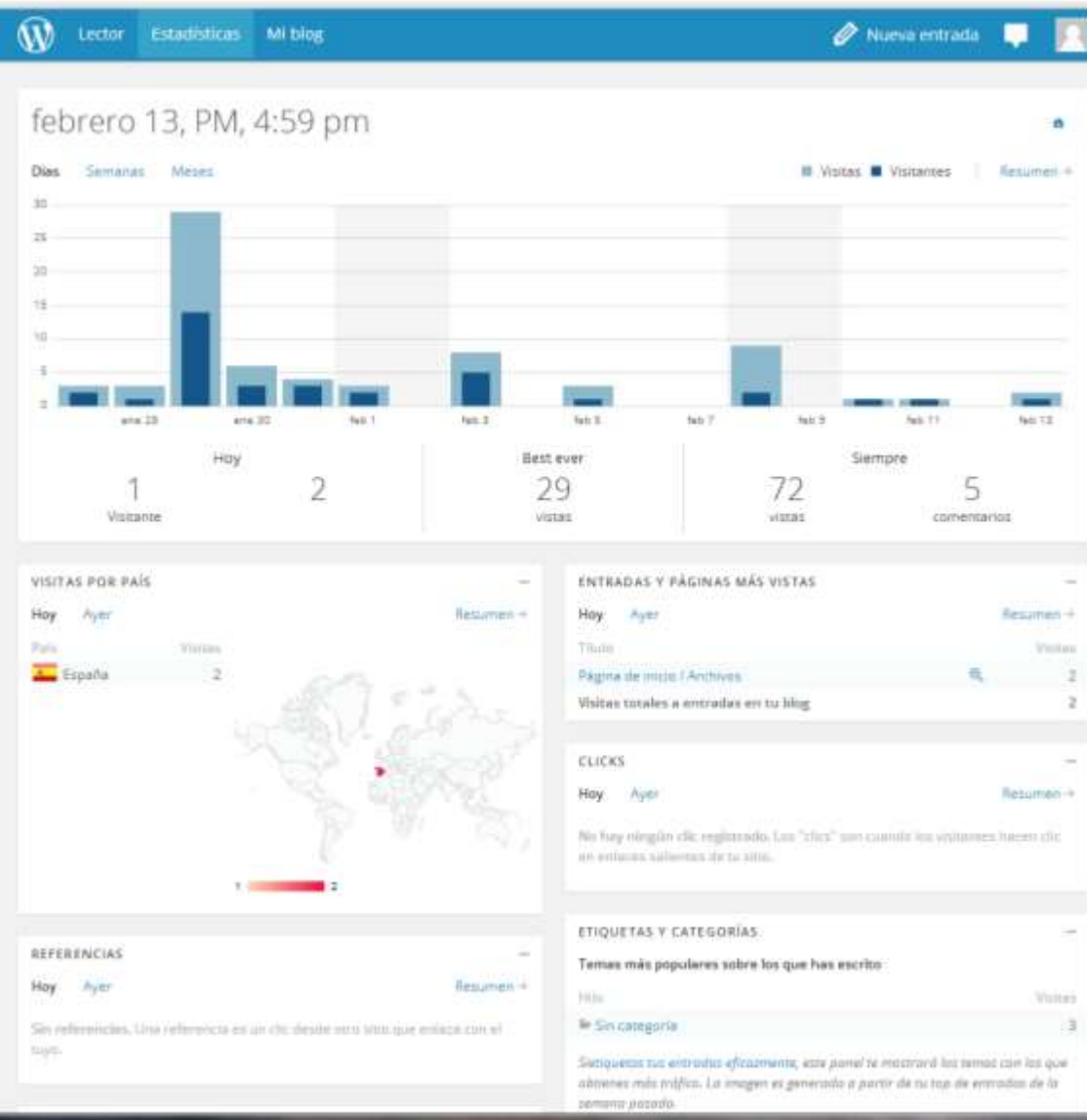


WordPress for WebOS

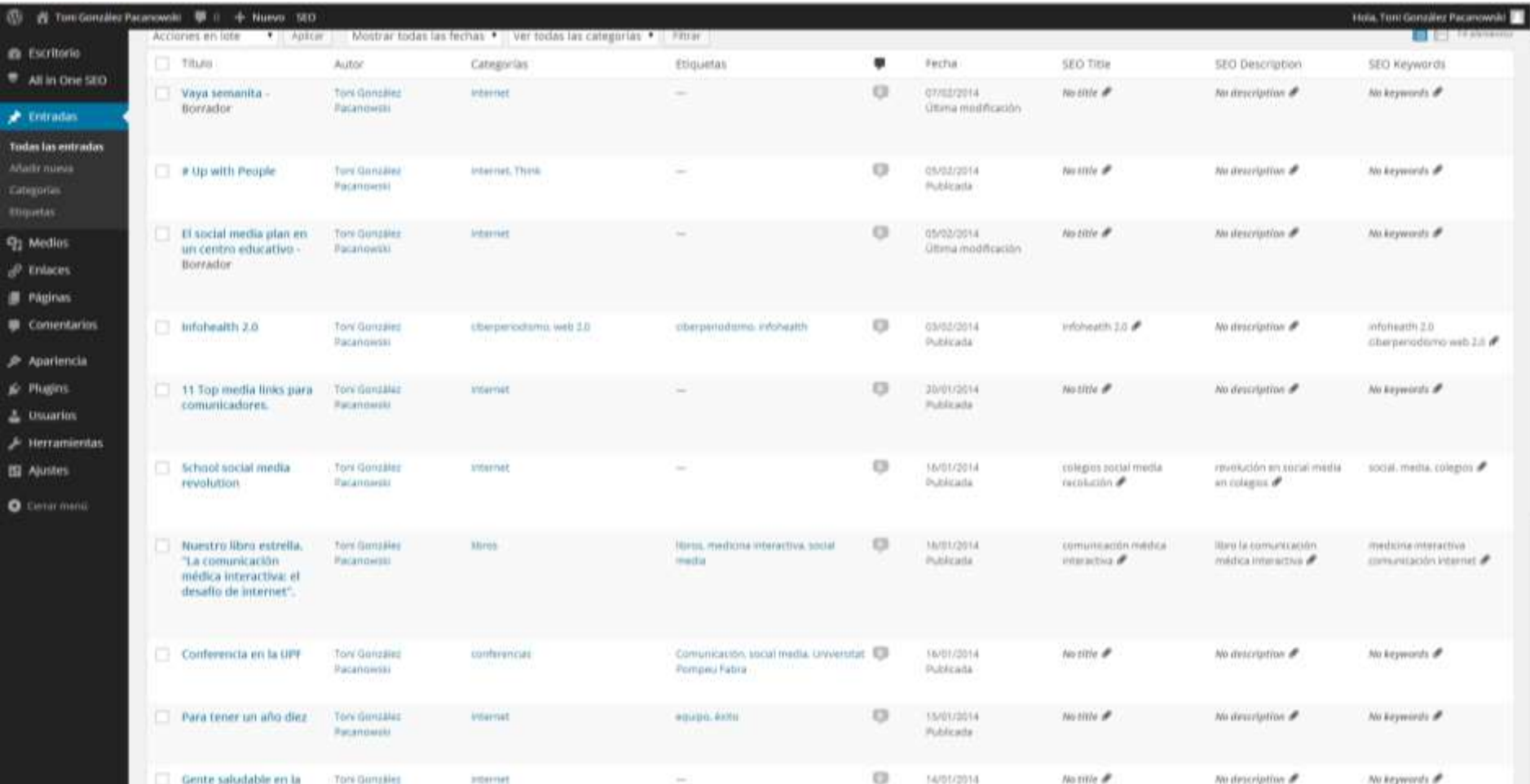
WordPress for webOS represents a new way to blog while on the go. It uses Sliding Panels that makes managing existing content on your blog intuitive and powerful. And when you're ready to start posting, the visual editor helps you compose beautiful posts.

[Learn more](#) | [Download](#)

MULTIFUNCTIONAL



SEO FRIENDLY



The screenshot shows a WordPress dashboard with a sidebar on the left containing navigation options like 'Escritorio', 'All in One SEO', 'Entradas', 'Medios', 'Enlaces', 'Páginas', 'Comentarios', 'Apariencia', 'Plugins', 'Usuarios', 'Herramientas', 'Ajustes', and 'Cerrar menú'. The main content area displays a table of posts with columns for 'Acciones en lote', 'Aplicar', 'Mostrar todas las fechas', 'Ver todas las categorías', 'Filtrar', 'Titulo', 'Autor', 'Categorías', 'Etiquetas', 'Fecha', 'SEO Title', 'SEO Description', and 'SEO Keywords'. The table lists several posts, including 'Vaya semanita - Borrador', '# Up with People', 'El social media plan en un centro educativo - Borrador', 'Infohealth 2.0', '11 Top media links para comunicadores', 'School social media revolution', 'Nuestro libro estrella. "La comunicación médica interactiva: el desafío de internet"', 'Conferencia en la UPF', 'Para tener un año diez', and 'Gente saludable en la'.

Acciones en lote	Aplicar	Mostrar todas las fechas	Ver todas las categorías	Filtrar	Titulo	Autor	Categorías	Etiquetas	Fecha	SEO Title	SEO Description	SEO Keywords
<input type="checkbox"/>					Vaya semanita - Borrador	Toni González Pacanowski	Internet	—	07/02/2014 Última modificación	No title	No description	No keywords
<input type="checkbox"/>					# Up with People	Toni González Pacanowski	Internet, Think	—	05/02/2014 Publicada	No title	No description	No keywords
<input type="checkbox"/>					El social media plan en un centro educativo - Borrador	Toni González Pacanowski	Internet	—	05/02/2014 Última modificación	No title	No description	No keywords
<input type="checkbox"/>					Infohealth 2.0	Toni González Pacanowski	ciberperiodismo, web 2.0	ciberperiodismo, infohealth	03/02/2014 Publicada	infohealth 2.0	No description	infohealth 2.0 ciberperiodismo web 2.0
<input type="checkbox"/>					11 Top media links para comunicadores.	Toni González Pacanowski	Internet	—	20/01/2014 Publicada	No title	No description	No keywords
<input type="checkbox"/>					School social media revolution	Toni González Pacanowski	Internet	—	16/01/2014 Publicada	colegios social media revolución	revolución en social media an colegios	social, media, colegios
<input type="checkbox"/>					Nuestro libro estrella. "La comunicación médica interactiva: el desafío de internet".	Toni González Pacanowski	Libros	libros, medicina interactiva, social media	16/01/2014 Publicada	comunicación médica interactiva	libro la comunicación médica interactiva	medicina interactiva comunicación Internet
<input type="checkbox"/>					Conferencia en la UPF	Toni González Pacanowski	conferencias	Comunicación, social media, Universitat Pompeu Fabra	16/01/2014 Publicada	No title	No description	No keywords
<input type="checkbox"/>					Para tener un año diez	Toni González Pacanowski	Internet	equipo, éxito	15/01/2014 Publicada	No title	No description	No keywords
<input type="checkbox"/>					Gente saludable en la	Toni González	Internet	—	14/01/2014	No title	No description	No keywords

Febrero 2014

“ALLWAYS READY”

iOS7



Característica
Personalización
Estadísticas
Importar /Exportar
Almacenamiento
Páginas estáticas
Jerarquización
Extractos
Publicación por email
Formularios
Privacidad
Blogs colectivos
Comentarios
Widgets

1. **Multiuser, profiles.**
2. **Multihost**
-Cloud y local.
-Brand (“Automatic”) and users
3. **Multi-idioma.**
4. **Estable: incidencias 0.**
Seguridad ¿?
5. **Compatible en sistemas:**
Microsoft LDAP...
6. **Focus on site builder company**

GROWING

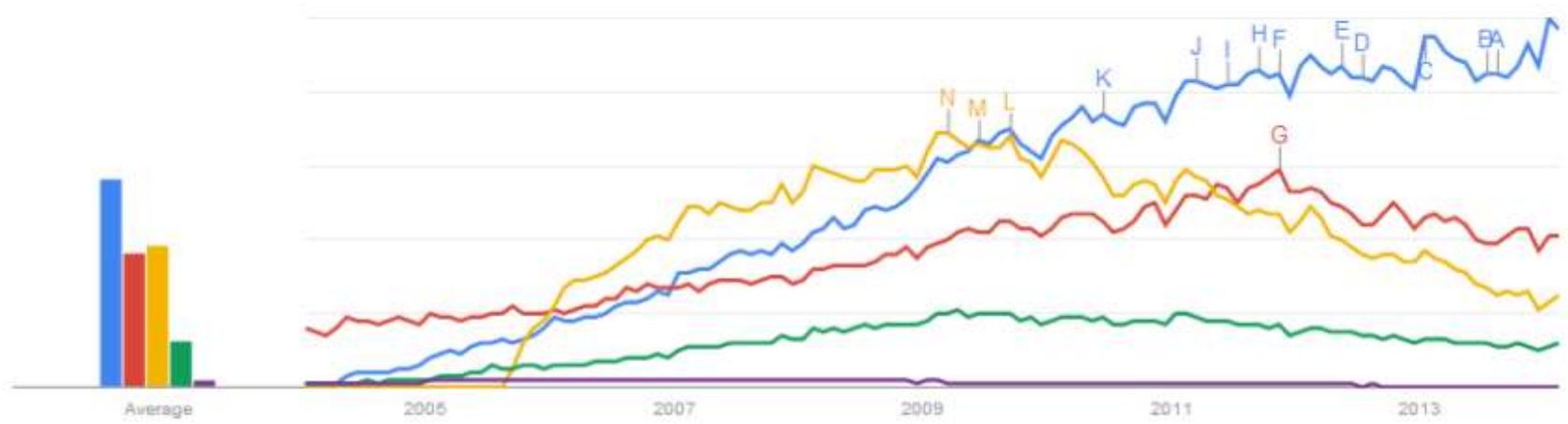
BÚSQUEDAS RELATIVAS

wordpress Search term | blogger Search term | joomla Search term | drupal Search term | typepad Search term

Share ▾

Interest over time ?

News headlines Forecast ?



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GROWING?

VISITANTES ÚNICOS

wordpress.org FOLLOW THIS SITE

UNIQUE VISITORS | US DATA ONLY

See traffic for...



Is this your site? [Sign up for Direct Measurement](#) to get a more complete picture of your website's traffic.

SAVE GRAPH IMAGE EXPORT CSV EMBED GRAPH

SHARE THIS SITE:



UNIQUE VISITORS

447,821

20.21% ▲

31.22% ▲

RANK (BY UVS)

5,054

851 ▲

958 ▲

COMPETITIVE RANK (UVS)



View sites similar to [wordpress.org](#)

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email address

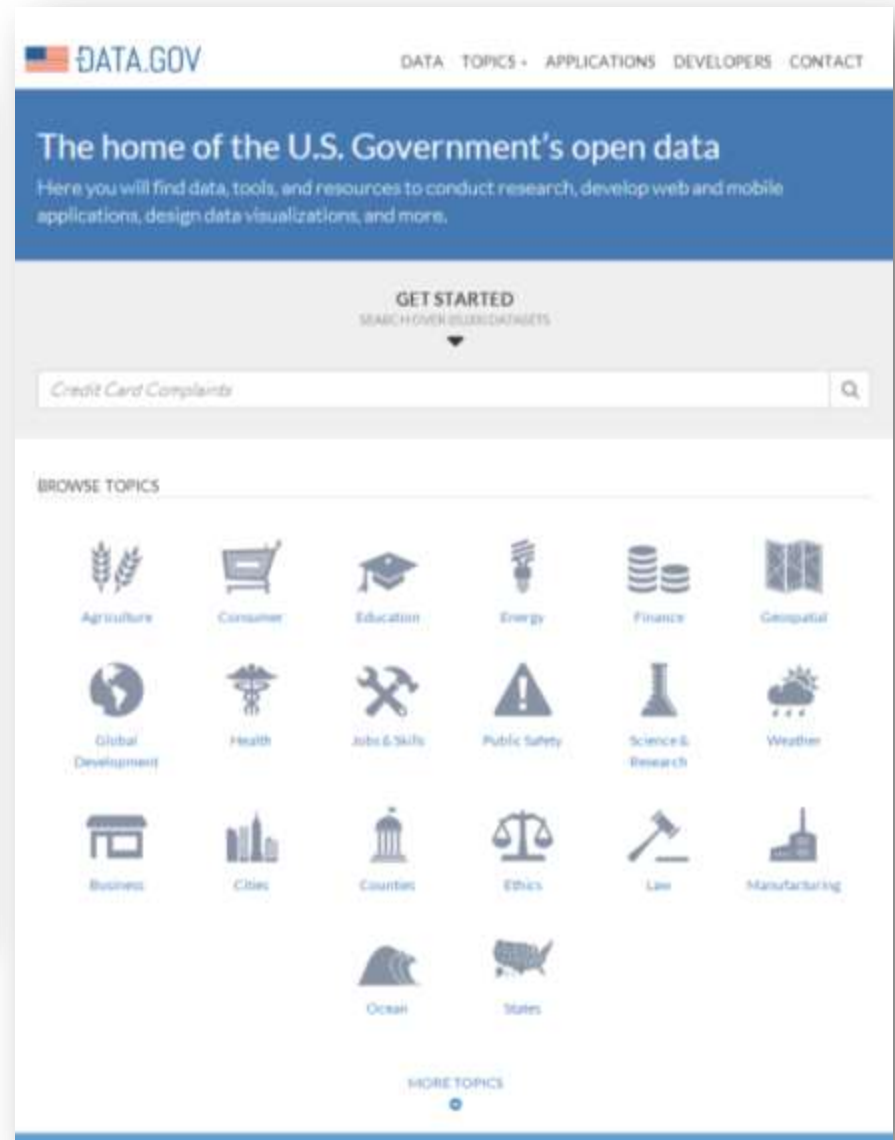
Submit

EXCLUSIVE + OPEN

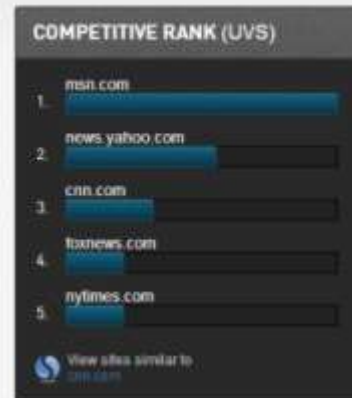
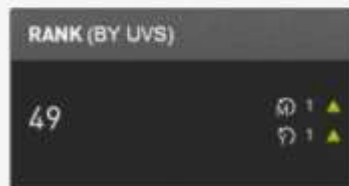


Otros: <http://eduardoarea.blogspot.com.es/2013/09/40-mejores-temas-de-wordpress-para.html>

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CNN



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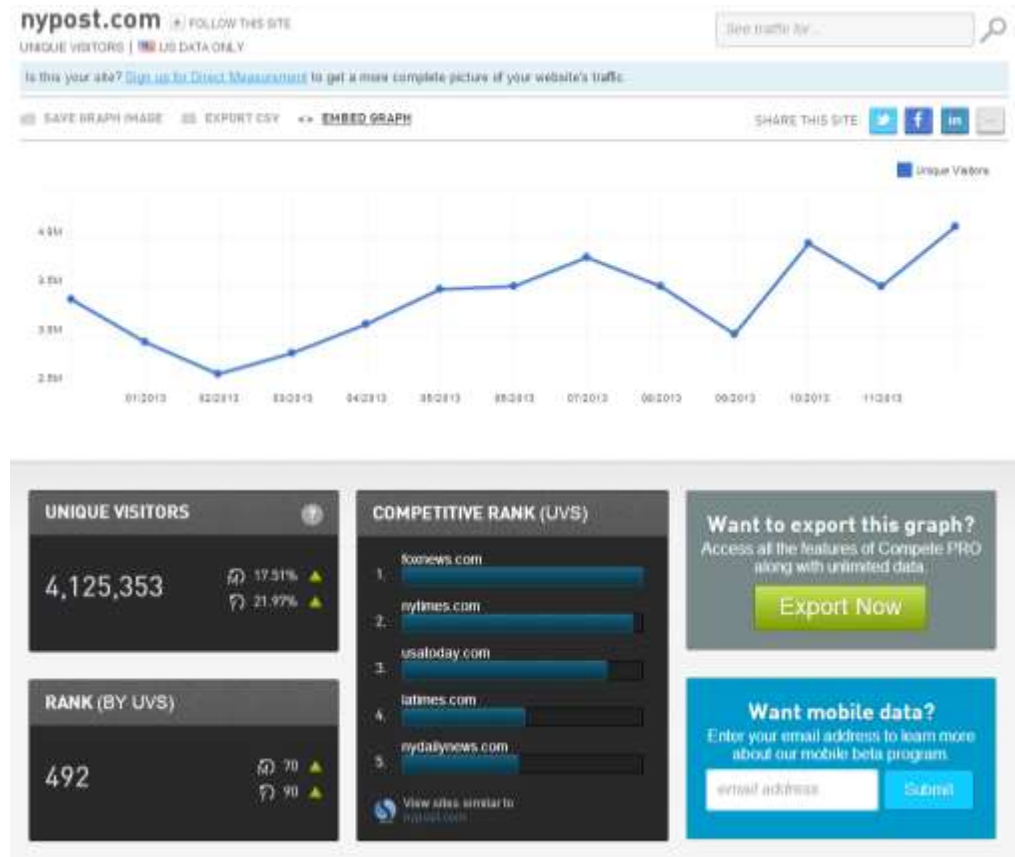
USA TODAY



Fuente: <http://vip.wordpress.com/2013/12/12/usa-today-launches-multiple-sports-sites-on-wordpress-com-vip/>

Febrero 2014

NEW YORK POST.



Fuente: <http://vip.wordpress.com/2013/09/05/new-york-post-is-now-on-wordpress-com-vip/>

HARVARD GAZETTE



Fuente: <http://vip.wordpress.com/2013/07/03/harvard-gazette-responsive-design-wordpress/>

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NEW YORK OBSERVER



THE TIMES

THE TIMES THE SUNDAY TIMES THE TIMES

Whatever drives you, find your perfect car at

THE TIMES Blogs

News Opinion Business History Sport Life Arts Puzzles Papers

Thursday, February 11, 2014 London 10:00

Comment Central
The latest ratings from our writers and columnists

The Game
Get your football fix

Points of order
Wattmister sees and goes

School Gate
Helping you through the maze of education

Film Spy
What's going on in the world of film

American Times
Notes on American life

Formula One
Eye in Enzo's F1 blog

Money Central
Everything you need to know about finance

thetimes.co.uk FOLLOW THIS SITE

UNIQUE VISITORS | US DATA ONLY

Is this your site? Sign up for Google Analytics to get a more complete picture of your website's traffic.

30 DAYS GRAPH PHASE | EXPORT CSV | **SHARE THIS SITE**

Unique Visitors

Date	Unique Visitors
01/02/14	100,000
02/02/14	250,000
03/02/14	100,000
04/02/14	120,000
05/02/14	220,000
06/02/14	150,000
07/02/14	220,000
08/02/14	150,000
09/02/14	160,000
10/02/14	300,000
11/02/14	150,000
12/02/14	120,000
13/02/14	150,000

UNIQUE VISITORS

135,499

↑ 11.73%

↓ 19.85%

COMPETITIVE RANK (LVS)

- thetimes.com
- washingtonpost.com
- telegraph.co.uk
- independent.co.uk
- news.bbc.co.uk

RANK (BY LVS)

15,403

↑ 1,400

↓ 1,401

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 Submit

LE MONDE- BLOGS



The screenshot shows a dashboard with three main sections:

- UNIQUE VISITORS:** 100,623. Change: +25.79% (up arrow) and +28.41% (up arrow).
- RANK (BY LVS):** 20,273. Change: +2,443 (up arrow) and +3,819 (up arrow).
- COMPETITIVE RANK (LVS):** A list of competitors:
 1. rytimes.com
 2. lemonde.fr
 3. lefigaro.fr
 4. lepoint.fr
 5. leparisien.fr

There are also two promotional boxes on the right:

- Want to export this graph?** Access all the features of Compete PRO along with unlimited data. [Export Now](#)
- Want mobile data?** Enter your email address to learn more about our mobile beta program. [Submit](#)

TECH CRUNCH

techcrunch.com FOLLOW THIS SITE

UNIQUE VISITORS | US DATA ONLY

Is this your site? Sign up for [Direct Measurement](#) to get a more complete picture of your website's traffic.

SAVE GRAPH IMAGE EXPORT CSV EMBED GRAPH SHARE THIS SITE

Unique Visitors

Month	Unique Visitors
01/2013	~1,400,000
02/2013	~1,200,000
03/2013	~1,000,000
04/2013	~1,100,000
05/2013	~1,000,000
06/2013	~1,100,000
07/2013	~1,300,000
08/2013	~1,400,000
09/2013	~1,500,000
10/2013	~1,300,000
11/2013	~1,400,000

UNIQUE VISITORS

1,305,792 36.29% -10.77%

COMPETITIVE RANK (UVS)

- wikipedia.org
- mashable.com
- gnomod.com
- wired.com
- engadget.com

RANK (BY UVS)

1,766 +339 -287












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MULTICHANNEL

Interacción en una estrategia Multicanal

Reto: Escucha Selectiva y medible

 PINTEREST	 TWITTER	 FACEBOOK	 INSTAGRAM	 GOOGLE+	 LINKEDIN
<p>SOCIAL SITE THAT IS ALL ABOUT DISCOVERY</p>	<p>MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS</p>	<p>SOCIAL SHARING SITE THAT HAS 1 BILLION USERS WORLDWIDE</p>	<p>SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS</p>	<p>SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES</p>	<p>BUSINESS ORIENTED SOCIAL NETWORKING SITE</p>
<p>LARGEST OPPORTUNITIES</p>	<p>LARGEST PENETRATION</p>	<p>LARGEST OPPORTUNITIES</p>	<p>MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS AND POSTING PICTURES CONSUMERS CAN RELATE TO</p>	<p>NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING</p>	<p>BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT</p>
	 <p>BUT SPREADING SLOWLY AND STEADILY</p>	 <p>COMMUNICATING WITH CONSUMERS IN A NON-OBTUSIVE WAY</p>	<p>AND POSTING PICTURES CONSUMERS CAN RELATE TO</p>	<p>GROWING RAPIDLY WITH 925,000 NEW USERS EVERY DAY</p>	
<p>USERS ARE:</p> <p>32% MALE</p> <p>68% FEMALE</p>	<p>5,700 TWEETS HAPPEN EVERY SECOND</p>	<p>USERS SHARE 2.5 BILLION PIECES OF CONTENT EACH DAY</p>	<p>MOST FOLLOWED BRAND IS</p> 	<p>400 MILLION ACTIVE USERS</p>	<p>79% OF USERS ARE 35 OR OLDER</p>
<p>70 MILLION ACTIVE USERS</p>	<p>560 MILLION ACTIVE USERS</p>	<p>1 BILLION ACTIVE USERS</p>	<p>150 MILLION ACTIVE USERS</p>	<p>400 MILLION ACTIVE USERS</p>	<p>240 MILLION ACTIVE USERS</p>

TARGET?

Estrategia
Selectiva / global

Canales /Redes
dinamizadoras

Canales/Redes
posicionadoras

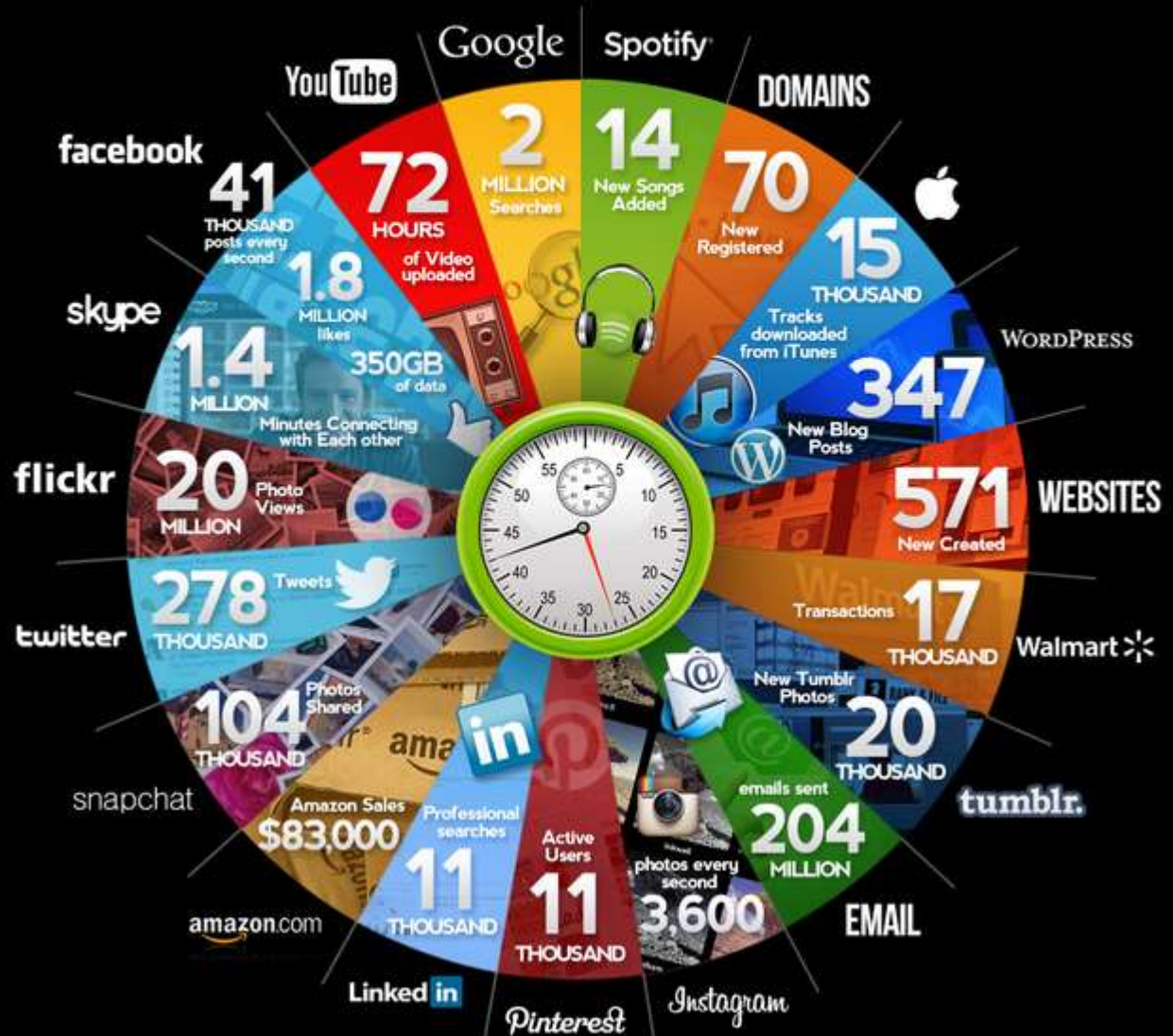
Canales/Redes
Disruptivas

PERSONAS

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ONLINE IN
60
SECONDS

ON THE INTERNET, WE ALL KNOW THINGS CAN MOVE AT A LIGHTNING-FAST PACE. IN JUST A MINUTE, YOU CAN READ THROUGH AND COMPOSE A FEW TWEETS ALONG WITH LOOK AT DOZENS OF FACEBOOK PHOTOS. THAT SAID, WE'VE PULLED TOGETHER THIS INFOGRAPHIC TO GIVE YOU AN UPDATED VIEW OF EVERYTHING THAT HAPPENS ONLINE IN 60 SECONDS DURING 2013.



MODELO

1. Fully Responsive: Design / managing and multiformat
2. Multifunctional.
3. SEO Friendly.
4. Always ready.
5. Exclusive +open
6. Growing
7. Exclusive + Open
8. Multiuser, profiles.
9. Multihost
 - Cloud y local.
 - Brand (“Automatic”) and users
10. Multi-idioma
11. Secure: incidences 0. Security ¿?
12. Compatibility systems: Microsoft LDAP...
13. Focus on site builder company
14. Non profit...

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We are passionate about making the web a better place.

WordPress.com

Hassle-free blogging even with your own domain freemium model.

Jetpack

Power of the cloud right there in your own WordPress. Super charge your site!

Simplenote

Synchronization. The bane of all notetakers is now simply solved.

VaultPress

Disaster happens buy insurance for your site sleep soundly at night.

Akismet

Remember the days innocent inboxes gleam be spam-free again.

PollDaddy

Your readers are smart easily find what they think polls and surveys, natch.

Gravatar

Identity is visually portable your face everywhere.

VideoPress

High-definition video for ev'ry need integrated well.

IntenseDebate

Blogging is social imagine better comments readers will thank you.

Simperium

An API for developers everywhere to stay on same page

Code Poet

Resources for you, maker of things with WordPress. Code is poetry.

WordPress.com VIP

The best of the best sites need bulletproof service. We can handle it.

We also contribute to a number of non-profit and Open Source projects here are a few:

WordPress.org

Community first plugins and themes ev'rywhere together we build.

WP for iOS

Sometimes you have thoughts while on-the-go in the world your iPhone is there.

WP for Android

I, for one, welcome our new Android overlords. Robots can blog, too.

P2 Theme

Collaborating? Never send email again. This will change your life.

BuddyPress

The web is social, our connections matter most. Why isn't your site?

bbPress

Blogs sometimes restrain community discussion. Forums, the new black.

WP for BlackBerry

"I'm not addicted; I will quit any day now." Your thumbs know the truth.

WP for Windows Phone

Real simplicity in the app that brings WordPress to your eager hands.

WordCamp SF

Hundreds gather to share, learn, connect, celebrate the first of many.

"We are much better at writing code than haiku."
— *Matt Mullenweg, founder of Automatic*

*Inspired by you
Striving to create good
Nothing* is perfect.*

* Including this.

FUENTES

Building Online Communities with Drupal, phpBB, and WordPress

Authors: [Robert T. Douglass](#), [Mike Little](#), [Jared W. Smith](#)

ISBN: 978-1-59059-562-6 (Print) 978-1-4302-0106-9 (Online)

Performance Analysis of Content Management Systems- Joomla, Drupal and WordPress.

Source: International Journal of Computer Applications . May2011, Vol. 21, p39-43. 5p.

Author(s): Patel, Savan K.

Subject Terms: *OPEN source software *SEARCH engine optimization *WEBSITES -- Ratings & rankings *DOCUMENTATION *SURVEYS.

Pablo J. Boczkowski: News at Work: Imitation in an Age of Information Abundance. Authors:DiMaggio,

P.Source:*ADMINISTRATIVE SCIENCE QUARTERLY*; 2011, 56(2):306-309

Pub: United States, Cornell University, The Johnson School, 2011ISSN:0001-8392.

GRACIAS

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**WP=VISIBILIDAD+POSICIONAMIENTO DEL
CONTENIDO.**

BUT “NOTHING IS PERFECT”.