

# Web Site Promotion and Marketing



# Web Site Marketing

## Why is it necessary?

- **Internet has millions of Web sites -- without marketing no one will find your Web site**
- **To attract and interest potential colleagues, partners, clients and sponsors.**



## 2 Free Options for Web Site Marketing

- **Link exchange with other similar Web sites (organizations)**
- **Registration of your Web site with Internet search engines**



# Web Site Registration with Internet Search Engines

## Types of search engines

- thematic/topical (e.g. medical, MedWeb)
- country-specific (SloWWWenia, Visti.net)
- universal (Yahoo!, Yandex, Altavista)

**It is advisable to register with different types of search engines to reach the widest audience.**



# How to Register with Internet Search Engines

**Homework:** adding meta tags to the home page of the  
Web site

- You are giving search engines the description of your Web site
- You choose keywords, which will be used to find your Web site on the Internet



# Meta Tag Example (AIHA Web site)

<HEAD>

<TITLE>American International Health Alliance -- AIHA</TITLE>

<META NAME="description" CONTENT="AIHA establishes and manages partnerships between health care institutions in the US and their counterparts in Central and Eastern Europe and the New Independent States of the former USSR.">

<META NAME="keywords" CONTENT="health, medicine, medical, international aid, health care, public health, international health, partnerships, technical assistance, international development">

</HEAD>



# Example of a keyword search for “international health”

alta vista: SEARCH

[Search](#)

[Live!](#)

[Shopping](#)

[Raging Bull](#)

[Free Internet Access](#)

Find:

[Search](#)

### 3. [American International Health Alliance - AIHA](#)

AIHA establishes and manages partnerships between health care institutions in the US and their counterparts in Central and Eastern Europe and the New

**URL:** [www.aiha.com/](http://www.aiha.com/)

Last modified on: 28-Mar-2000 - 9K bytes - in English

[ [Translate](#) ] [ [More pages from this site](#) ] [  [Related pages](#) ] [ Facts about: [American Internat...](#) ]

### No Title

...

**URL:** [www.cecm.sfu.ca/organics/papers/lagarias...html/paper.html](http://www.cecm.sfu.ca/organics/papers/lagarias...html/paper.html)

Last modified on: 11-Jan-2000 - 4K bytes - in English

[ [Translate](#) ] [ [More pages from this site](#) ] [  [Related pages](#) ]



# How to Register with Internet Search Engines

- A. Choose a search engine**
- B. Find a link “ Suggest a Site” (sometimes such links are located within topical subdirectories)**
- C. Fill out a form:**
  - URL
  - Web site title (name of the organization)
  - Web site description
  - Keywords
  - Your e-mail address
  - Log-in and password (sometimes)



# Web site Registration with Internet Search Engines

Tip: Keep a list of all search engines where you registered your Web site. It should include the name of the search engine, its URL, date of the registration, log-in and password.

