

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”

altavista: 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/

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No Title

...

URL: www.cecm.sfu.ca/organics/papers/lagarias...html/paper.html

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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.

