

# PUBLICIZING YOUR WEB PAGES

## Lesson 1

Once your pages are available on the Web, you need to let the world know about them. There is no central location where you can publicize your Web pages, so you must use several methods.

- **Advertisements**

Companies often include Web page addresses in television, radio, newspaper and magazine advertisements. You can also publicize your Web page address on business cards and company letterhead.



- **Mail Announcement**

You can send an announcement about your Web pages to family, friends, colleagues, clients and local newspapers. Find magazines that discuss topics related to your Web pages and send information about your pages to the publications. When announcing Web pages, emphasize their appeal and give a brief description of the information available.

- **E-Mail**

You can add information about your Web pages to the end of every e-mail message you send. This is a great way to notify people about your Web pages and prevents you from having to type the announcement over and over again. The information you include should be no more than four lines long.



- **Exchange Links**

If another page on the Web discusses ideas related to your Web page, ask if they will include a link to your page if you do the same. This way, people reading the other page can easily visit your page.



- Web Page Banners

Many companies set aside areas on their Web pages where you can advertise your pages. Some websites helps you advertise your Web pages free of charge and many ask for a fee.



- Search Tools

You can have your Web pages added to the catalogs of various search tools on the Web. Search tools or search engines help people search for a specific topic or browse through categories to find Web pages of interest.

Whenever you enter a query in a search engine and hit 'enter' you get a list of web results that contain the query term. Users normally tend to visit websites that are at the top of this list as they perceive those to be more relevant to the query. If you have ever wondered why some of these websites rank better than the others then you must know that it is because of a powerful web marketing technique called Search Engine Optimization (SEO).



SEO is a technique which helps search engines find and rank your site higher than the millions of other sites in response to a search query. It helps you get traffic from search engines. There are also free SEO's available on the web in exchange to other deals like getting a plan on their web hosting business.

- SEO Robots

If you own a website you need to understand how data collecting companies find and explore your website. Once you understand the basics, you can easily master the tools to see who is visiting your site and how to stop malicious robots from hacking into your site.

It is also important to understand what robots are so that you can create meta data and optimize your website to keep robots coming back and re-indexing your site.

Robots is a catch-all, or generic term for programs and automated scripts that “crawl” through the web (the Internet) and collect data from websites, and anything else on the Internet that they can find.



- Newsgroups

You can send an announcement of your Web pages to carefully selected discussion groups, called newsgroups. Each newsgroup on the Internet discusses a particular topic.

Read the articles in a newsgroup for a week before sending an announcement. This lets you make sure the topics discussed relate to your Web pages. Sending an announcement to inappropriate newsgroups is called spamming, and this is not approved on the Internet.



- Mailing Lists

You can send an announcement to carefully selected mailing lists. A mailing list is a discussion group that uses e-mail to communicate.

Read the messages in a mailing list for a week before sending an announcement. This lets you make sure the readers of the mailing list would be interested in your Web pages.

## Web Sites Promoter

Web site developers and bloggers are always looking for new and different ways to promote their web sites and blogs. Many of them have to be creative and resourceful enough for such purpose. Below are web sites that help you promote or publicize your site.

- |                       |                   |                   |
|-----------------------|-------------------|-------------------|
| 1. AdWords.google.com | 6. Digg.com       | 11. Mixx.com      |
| 2. Attensa.com        | 7. Facebook.com   | 12. MySpace.com   |
| 3. BlogCatalog.com    | 8. Feedburner.com | 13. NetVibes.com  |
| 4. StumbleUpon.com    | 9. Twitter.com    | 14. NewsGator.com |
| 5. BlogLines.com      | 10. Furl.net      | 15. Suprl.net     |

These are alternative lists that you can do to promote your site:

- |                             |                           |                        |
|-----------------------------|---------------------------|------------------------|
| 1. Business Cards           | 11. Guest posts           | 21. TV ads             |
| 2. Coffee Mugs              | 12. Highlighters          | 22. Pop-up ads         |
| 3. Comments on Social Media | 13. Keychains             | 23. Transport Graphics |
| 4. Direct Mail              | 14. Lapel pins            | 24. Postcards          |
| 5. Email Signatures         | 15. License Plate holders | 25. Press Coverage     |
| 6. Email Subscription       | 16. Luggage tags          | 26. Rich Media ads     |
| 7. Endorsement              | 17. Mouse pads            | 27. Skyscraper ads     |
| 8. E-Newsletter             | 18. Newspaper Ads         | 28. Sponsorship        |
| 9. Fliers                   | 19. Online Directories    | 29. Sponsored Links    |
| 10. Golf balls              | 20. Paid Links            | 30. T-shirts           |





# LABORATORY MANUAL

## Part 1

## Chapter 4 Publicizing and Maintaining Web Pages

Publicizing and maintaining web sites are essential things that a programmer or web developer should do, this chapter discusses the purpose and concepts behind these important factor for a successful web site.

### Objectives

*After completing this laboratory activities in this chapter, the student should be able to determine the different methods of publicizing and maintaining a web site.*

### Lesson 1 Publicizing Your Web Pages

#### Lab. 1.1 Page Offering

**Estimated Completion time: 15 - 20 Minutes**

Directions:

1. Launch **Inspiration**.
2. Open and answer **Games and Fun Stuff**.
3. Based on the pictures, determine the resources available that allow you to publicize your Web pages. Type your answers in the symbols provided for them.
4. Below each picture, write two or three sentences that discuss about each resource available for publicizing Web pages.
5. Save the activity as **Page Offering**.

**Score**



**Preview:**

