

Web Sites For Advocacy and Community Organizing: Basics, Essentials, and Best Practices

Promoting Your Web Site

These training materials have been prepared by Aspiration in partnership with Radical Designs

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Learning Goals

- ▶ Understand importance of search engines in driving traffic
- ▶ Learn search engine optimizations
- ▶ Discuss trade-offs of web advertising
- ▶ See how to promote your site on other sites
- ▶ Remember to circulate your URL in the “real world”

Promoting Your Site

- ▶ Best way to get folks to your site is via Google
 - Accounts for largest amount of referred traffic on most sites
- ▶ Improving your site's Google reachability is often referred to as "Search Engine Optimization"
 - Or "Google Juicing" :^)

Promoting Your Site

► Search Engine Optimizations

- Links to your site matter the most
 - Links from other sites: allies, press, opposition, etc
 - Links from Blogs count more in Google reality
 - Links from Myspace, LiveJournal count very high
- On each page:
 - Title and header text should be well thought-out
 - <META> content still matters, but not that much
 - Should still provide keywords and description on each page

Promoting Your Site

- ▶ Getting and staying on search engine radar
 - Submit to search engines
 - Update front page often
 - Create a Google sitemap
 - www.google.com/webmasters/sitemaps

Promoting Your Site

► Web Advertisements

- Be careful – Mileage varies widely!
- Google search words are good
 - AdSense may not be
- Progressive sites, media and blogs are good outlets
- Local newspaper will not give you bang for your buck

Promoting Your Site

- ▶ Create banners and icons that others can put on their site to get to your site
 - Provide all relevant HTML or Javascript
 - Provide different size that will work for different web sites
 - Put your URL in graphic whenever possible

Promoting Your Site

Link to or embed this video on your web page, blog or MySpace page:



URL:

Embed:

Add a banner or badge to your web page:

Horizontal Banner (468 x 60) ▾



This is the custom HTML code for your web site. Embedded in this code is the banner ad you see above:

```
<!-- Start Cut-and-paste Code -->  
<a href="http://www.thebestwarever.com">  
</a>  
<!-- End Cut-and-paste Code -->
```

Promoting Your Site

► Other outreach avenues

- Bloggers
 - Get them to do a story on your new site
- Email outreach
- Time launch with large public event
- Link Exchanges
 - Organizations you are a member of
 - Partner organizations
- Tell-A- Friend

Promoting Your Site

- ▶ Your URL in the physical world: Should be everywhere
 - Print materials
 - Banners
 - Press conferences
 - In all articles and interviews
 - Downloadable flyers

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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