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
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: http://www.youtube.com/watch?v=_qGAqA-muYU

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:

```html
<!-- Start Cut-and-paste Code -->

<!-- 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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