

## Promoting your Website

The CVC Circuit Riders project provides friendly and informal workshops on a range of information and communication technologies. The aim of the 123-communicate programme, one of the Circuit Rider activities, is to assist voluntary groups and community organisations to communicate more effectively.

### Promoting your Website

There are several ways that you can market your website to the world at large.

#### *Tell everyone!*

Word of mouth networking is as relevant to the internet as in any walk of life. There is no substitute for a website that is recommended by a friend or colleague. This principle can be used favourably by asking friends and loved ones to tell all their friends about your new site!

#### *Launch Event*

Hold an event to launch your site and include mention of your website at other events throughout the year to help keep it people's minds.

#### *Local media*

Local newspapers and magazines are excellent at providing targeted advertising and information to their readers. This can be very useful for raising the profile of your group and website.

#### *Local poster campaigns*

Poster campaigns can have varying levels of impact. They are useful when carrying out national campaigns to reinforce message that are appearing on television, in the media, or even through direct marketing of some kind such as National Volunteers Week.

Localised poster campaigns can have impact especially when their message is simple and easily remembered. Door to door distribution in your local community using leaflets and flyers can be remarkably effective particularly if the message is very simple. An advantage of a flyer or brochure is that people can keep them as a physical reminder of your website.

If you wish to benefit from the programme please contact the Circuit Rider team on 01437 771197 or email us on [contact@walescvcircuitriders.org.uk](mailto:contact@walescvcircuitriders.org.uk)



## Promoting your Website

### *Optimising Your Website for the Search Engines*

How your website has been created and what it contains will have a major affect on how it is presented by Search engines such as Google (www.google.com), Yahoo (www.yahoo.com) MSN (www.msn.com) and DMOZ (www.dmoz.org)

There are several important factors to consider when optimizing pages.

#### Page title

This is the title that appears in the top left corner of the browser. Page title is the first thing that a Search Engine will check when indexing your site.

#### Keywords/key phrases

In your text you should include all the keywords and key phrases that you want your site to be found under.

For example; your site is called pembrokeshireproperty.co.uk, so you MUST include the key phrase "Pembrokeshire Property" in your text. Ideally it should be the first and last piece of text on the page.

#### Meta Tags

These are tags that do not show in your browser window but which the Search Engines will look at when indexing your website. It is important to use these tags correctly in conjunction with your page title and keywords. Specific meta tags that you should include are "Keywords" and "Description".

#### Specific Pages

There are some specific pages which you should include in your site to ensure you get the best ranking from a Search Engine.

These are;

- Home (index.html)
- About (about.html)
- Contact (contact.html)
- Sitemap (sitemap.html)
- Terms of Use (terms\_of\_use.html)
- Privacy Policy (privacy.html)
- Accessibility (accessibility.html)
- Resources (resources.html) Links Page

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