



Basic Techniques of Online Promotion

by

Ms. Sarinya Amaralikhit

A Final Report of the Six-Credits Course
IC 6998 E-Commerce Practicum

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Internet and E-Commerce Technology
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Project Title	Basic Techniques of Online Promotion
Name	Ms. Sarinya Amaralikhit
Project Advisor	Rear Admiral Prasart Sribhadung
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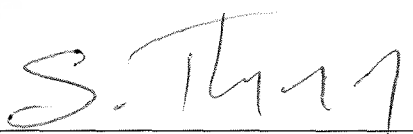
The Graduate School of Assumption University has approved this final report of the six-credit course, IC 6998 E-Commerce Practicum, submitted in partial fulfillment of the requirements for the degree of Master of Science in Internet and E-Commerce Technology.

Approval Committee:


(Rear Admiral Prasart Sribhadung)
Advisor


(Prof. Dr. Srisakdi Charmonman)
Chairman


(Dr. Ketchayong Skowratananont)
Member


(Assoc. Prof. Somchai Thayarnyong)
MUA Representative

March 2002

ABSTRACT

At present, there are three hundred million internet users and more than fifty million web sites in the world so promotion online for your web site is essential.

In this project, we will cover the realities of online marketing. We explore detailed tips and techniques for fighting and winning in the online promotions. Here are your marching orders:

Understand the basic techniques of promotion. There are both offline and online techniques in chapter 1.

Learn to popular promotion online techniques: search engine positioning. We detailed 3-main patterns of search engine and major search engines of international and local. That gives you knowledge on what search engines should be concentrated, what different searching techniques in each search engine are and how to register in each search engine for preparing yourself to be listed in the search engine. Chapter 2 is your guide.

Learn other techniques supporting the better effectiveness. In Chapters 3 through 9, you will find out the promotion strategies of e-mail, newsgroups, press release, affiliate, banner exchange, awards, classified ads, auction, yellow pages, fax, etc.

Evaluate the effectiveness. Chapter 10 is very important; it lists the method to evaluate and interpret your web site status. Keep in mind that it takes time and patience. The more methods you use, the more time to evaluate.

Real cases: www.yellowpages.co.th in chapter 11 offers the planning and budgeting of online and offline promotion. That shows online and offline should be parallel together. The offline, conventional media is still the big voice that helps your web site to have the rapidly hit rate growth.

Armed with the resources in this project, you can create an online market presence that will become a significant part of your overall business strategy.

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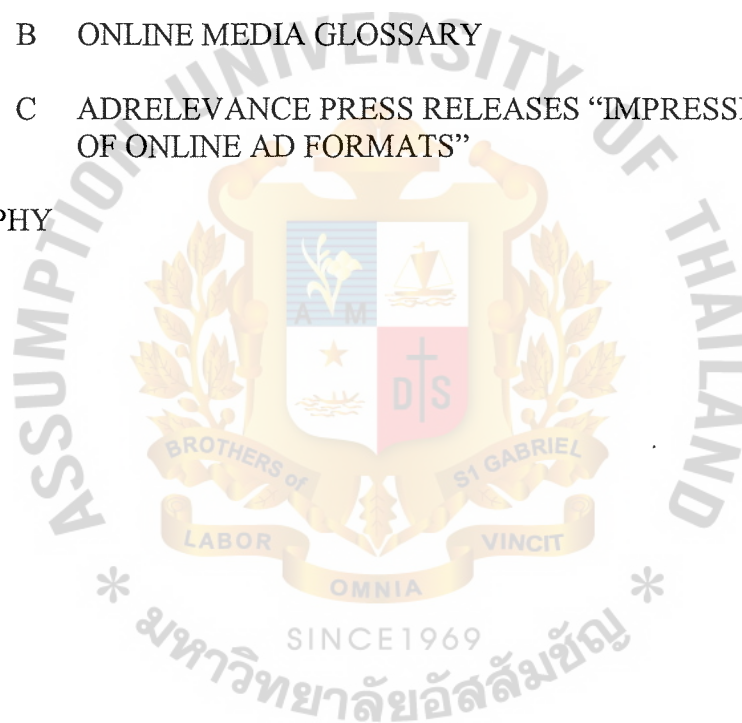


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I. INTRODUCTION

Before we introduce an advance promotion technique which has many ways, we would like to introduce the basic promotion to you. You may be surprised how easy these promotions are.

1.1 Promote by Using Media

It is a basic promotional technique which can be used very easily. Media include magazine, television, radio, newspaper which can be either general or specific to computer. Most of them target local people but if you want to advertise your web site worldwide, you can do so by the use of international media such as Time Magazine, Wall Street Journal, etc. which better depending on your advertising budget and your business objectives.

In the olden days, you may not encounter many web sites advised in those media, but it is currently used more and more. We can prove that media is one of the most effective ways to promote your site. Why? Because it can reach wider groups of people with a variety of target groups. More advertisement via variety of media esp. via television during the pioneer of your web site, the audience may be surprised on how rich you are and may assume that your web site is great so they prefer to try and visit your site.

In order to be successful, you should continuously promote your site and you need to advertise your web site as well. Advertising methods including informative advertising, Persuasive Advertising or Reminder Advertising. Informative advertising is used in the first phase of the business to introduce your web site to the public. After you have run your business for a few months, you should use Reminder advertising to remind the audience of your existence. However, the advertising expenses may increase

and you cannot afford them. We have a solution for you to use as free advertising. Yes, it is press release.

1.2 Promote via Organizational Documents or Organizational Properties

Examples include name care, letterhead, envelope, stamp and anything that your customers or audience can be exposed to it. You may distribute some souvenirs such as calendars, notepads, stickers or by printing your URL on your company's car.

Firstly, you can check to see whether you have anything or materials that you can print your URL and distribute to your customers, suppliers or audience. Because those materials will be with the receiver no matter where they are. And it can interest the receiver some days. Or if they want to visit your web site, they can refer to your name card immediately.

One of the good points for printing your web site on your visiting card is to make your company look professional. At least you should have your e-mail address on your name card.

1.3 Promote by the Use of Activities

The most common activity is the grand opening for introducing the new product. In this case, it is like grand opening of your web site. You can invite several media to your party to help promote your site. You should have other activities in your party as well such as to sell your products at the special price or any activities which can make your web site name fresh in the customers' mind. By conducting the grand opening party, you have a chance to survey people who may be the visitors to your site before developing to become your customers at the end.

One of the activities is to conduct donation or any social activities such as Conservation Project supported by your web site or being the sponsors for some sports

such as football. By being the sponsor, you may be able to screen your web site logo on the team shirt.

Although using social activities to promote your site costs a lot, it can build your site image and position yourself very clearly, because you can adjust your advertising materials to suit each target group very easily and effectively.

1.4 Promote via Government Agencies

Government agencies esp. the International Affairs is also a good way to promote your web site to other countries. These agencies include consular, embassy, etc. Your promotion materials can be cut out or brochure, billboard and it does not cost much to spend. The only thing you have to do is to ask the permission from those places and locate your materials in a good location.

1.5 Promote by Using Basic Internet Tools

After we have gone through all the traditional promotion methods, now we will come further to more technological advanced method.

(a) Guest Book Signing

We have guest books since the pioneer of internet. It is a book provided for the visitors to sign when they visit the site. It may include visitor's e-mail address, opinion and it allows the visitors to view others' opinion towards the web as well.

Therefore, a guest book is one of the channels where you can leave your URL or your electronic signature. And it is possible that some people may also visit your site to sign your guest book.

However it is better to make sure that those web sites where you leave your signature relates to your business so that you can be sure that you reach the right target market.

(b) Bookmark and Default Homepage

Bookmark is to make your web site remembered on the audience's computer. Once they want to visit your site, they can do so by just click. When your audience opens the browser and your web site automatically leads to their browser, it is known as default homepage.

You need to have Help menu for bookmark and for doing default homepage on your web site. It can be a link to the easy steps for doing bookmark and default homepage. Once the audience follows the instruction in your help menu, they can access into your site more easily without typing your URL on the browser.

It will be of great value if your audience set default homepage at their computer. It means that your web site will be shown on their computer every time they open the browser. If your products are good, you will surely sell your products because they often are exposed to your site.

(c) Recommend to a Friend

Another interesting way to promote your site is to recommend to a friend. You should have a function called "Recommend to a friend" so that when the audience want to introduce your site to their friend, they can do so by just click.

The structure of this function is easy. The content can include some appreciation to your site, link to your site. It must have receiver's e-mail address and send function. Once click on the send icon, the letter will automatically delivered to the recipient. It is not the spam email so the receiver can be sure of the sender who is his friend and willing to try your

site. And if they are satisfied with your web site, they will recommend to other friends which will multiply your target audiences.



II. SEARCH ENGINE

The first method to promote your web electronically is to use search engine. From several researches or surveys such as from Forrester Research (<http://www.forrester.com>), ActiveMedia (<http://www.activemedia.com>), Gvu User Survey (http://www.gvu.gatech.edu/user_surveys/), Jupiter Communications (<http://www.jup.com>), Media Metrix (<http://www.mediametrix.com>), it shows that search engine should be the first consideration for promoting your site.

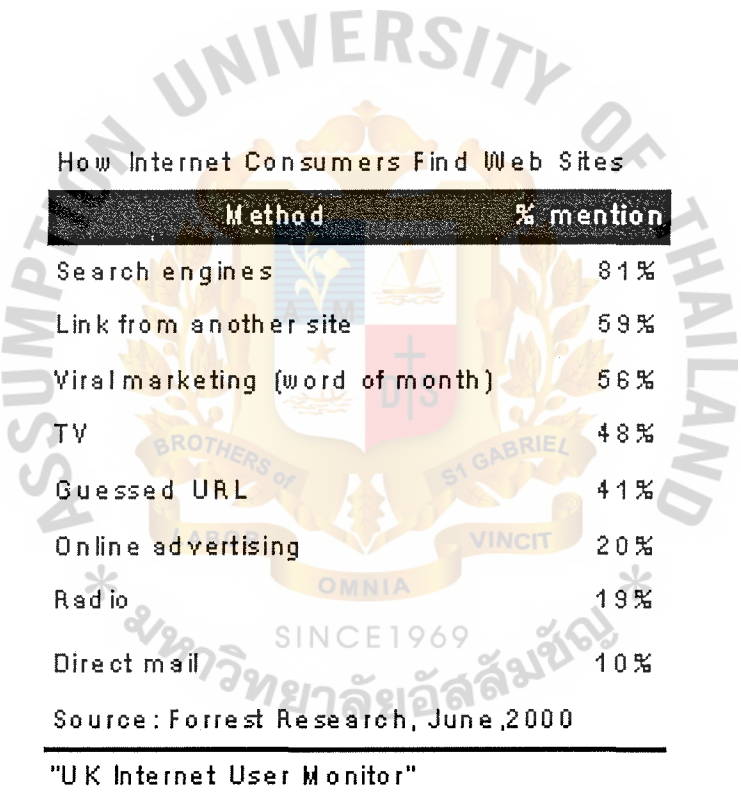


Figure 2.1. How Users Find out about WWW Pages.

If you can make your web site to be included in the top 20-search result at the major search engines, it shows a good sign for your site, because about 80% of the internet users use search engine to search for their site.

In the ICONOCAST report (<http://www.iconocast.com/issue/20001026.html>) on Oct. 2000 ICONOCAST Inc./InsightExpress said that “The DMA reported earlier this year (2000) that search-engine positioning was the No. 1 tool used by its respondents at 66%, followed by e-mail at 54%.”

ICONOCAST's own readers say they prefer e-mail marketing and offline branding.

When asked, "Which of the following promotion methods has your organization deployed in the past twelve months?" an ICONOCAST subscriber poll conducted by survey partner InsightExpress provided the following results:

Rnk	Tool	%
1.	E-mail marketing	62
2.	Offline branding (print radio, TV)	54
3.	Banners/buttons	53
4.	Search engine positioning	44
5.	Contest/promotions	41
6.	Sponsorships	39
7.	Online PR	38
8.	Viral marketing	36
9.	Affiliate programs	35
10.	Rich media (HTML, Java, Flash, Audio, Video)	30
11.	Incentives/coupons	25
12.	Affinity/loyalty programs	22
13.	Interstitials/pop-ups	15
14.	Other	6

Source: Oct. 2000 ICONOCAST Inc./InsightExpress

While results from a survey of 403 readers is not projectable, a comparison with other membership studies showed interesting contrasts. The DMA reported earlier this year that search-engine positioning was the No. 1 tool used by its respondents at 66%, followed by e-mail at 54%.

Meanwhile, an Association of National Advertisers (ANA), survey says linking was number one, at 76%, followed by search-engine positioning (73%).

Figure 2.2. The Popular Online Marketing Tools Survey.

Therefore, you have to find the way to make your site to be listed as 1 of the top 20 sites.

2.1 Introduction to Search Engine

Search engine is an Internet tool which is used to assist the audience to search for different web sites under their interest. For example, when you want to find the web site related to Thai cuisine, you enter into AltaVista (<http://www.altavista.com>), key in the word “thai cuisine”; it will show the result of web page which relate to thai cuisine.

2.2 3-main Pattern for Search Engine

(a) Search Engine

Search engine will collect and arrange different web sites in its database by the use of special program known as Spider or Robot which will examine your web site before arranging in its database.

Examples include AltaVista (<http://www.altavista.com>), Lycos (<http://www.lycos.com>), and Google (<http://www.google.com>).

In our country, there is HotSearch (<http://www.hotsearch.bdg.co.th>) in which each search engines will have different formula and algorithm used to collect the database. If anyone knows these tricks, he can make his site at the top level in that search engine.

(b) Web Directories

Web Directories collect data by grouping them into segments and it is done manually, not using any program. It will be categorized into smaller sections. Using this method, requires a huge labor force to examine the site before categorizing into different sections.

Examples include Yahoo (<http://www.yahoo.com>), Snap (<http://www.snap.com>), Open Directory Project (<http://dmoz.org>),

LookSmart (<http://www.looksmart.com>) and local example includes Hunsia (<http://www.hunsia.com>).

(c) Meta Search

There is no own database but use the database from other search engines. Examples include MetaSearch (<http://www.metasearch.com>), Dogpile (<http://www.dogpile.com>), MetaCrawler (<http://www.metacrawler.com>), Mamma (<http://www.mamma.com>).

In Thailand, Thai2Net (<http://www.thai2net.com>) is considered as Meta Search.

Some search engine is known as Hybrid Search Engine which will include the characteristics of both search engine and web directories e.g. AltaVista.

2.3 Major Search Engine

There are varieties of search engines for the audience to choose. However 90% of the internet users decide to use major search engines to find their site of interest.

Some major search engines are:

- (1) Yahoo

<http://www.yahoo.com>

- (2) AltaVista

<http://www.altavista.com>

- (3) Lycos

<http://www.lycos.com>

- (4) Excite

<http://www.excite.com>

- (5) Go/Infoseek

<http://www.go.com>

- (6) Hotbot
<http://www.hotbot.lycos.com>
- (7) AOL Search
<http://search.aol.com>
- (8) MSN Search
<http://search.msn.com>
- (9) Ask Jeeves
<http://www.askjeeves.com>
- (10) Snap
<http://www.snap.com>
- (11) Open Directory Project
<http://www.dmoz.com>
- (12) Netscape Search
<http://search.netscape.com>
- (13) Northern Light
<http://www.northernlight.com>
- (14) Google
<http://www.google.com>
- (15) LookSmart
<http://www.looksmart.com>
- (16) DirectHit
<http://www.directhit.com>
- (17) WebCrawler
<http://www.webcrawler.com>

(18) FAST Search

<http://www.alltheweb.com>

(19) About

<http://www.about.com>

(20) 4AnyThing

<http://www.4anything.com>

(21) Magellan

<http://www.magellan.com>

(22) Goto

<http://www.goto.com>

2.4 Global Search Engine, Business Search Engine and Local Search Engine

Apart from major search engines, there is still other search engines where you should register your web site.

We would like to categorize them into 3 main types as follows:

- (a) Global Search Engine is the search engine which accept all types of language or web sit that have the contents specific to one country.

Top Global Search Engine:

(1) Voila

<http://www.voila.com>

(2) EuroSeek

<http://www.euroseek.com>

(3) HotLinks

<http://www.hotlinks.com>

(4) Alexa

<http://www.alexa.com>

- (5) Canada.com
<http://www.canada.com>
- (6) ICQ It
<http://www.icqit.com>
- (7) Anzwers
<http://www.anzwers.com.au>
- (8) WebWombat
<http://www.webwombat.com.au>
- (9) Britannica.com
<http://www.britannica.com>
- (10) Aeiwi
<http://www.aeiwi.com>
- (11) Links2Go
<http://www.links2go.com>
- (12) SearchKing
<http://www.searchking.com>
- (13) IBound
<http://www.ibound.com>
- (14) What-U-Seek
<http://www.whatuseek.com>
- (15) Jayde
<http://www.jayde.com>
- (16) Rex
<http://rex.skyline.net>

(17) Qango

<http://www.qango.com>

(18) Disinformation

<http://www.disinformation.com>

(19) GOD (Global Online Directory)

<http://www.god.co.uk>

- (b) Business Search engine is a search engine which will collect only the web site related to business or e-Commerce. If your web site is a shopping mall, you should register.

Top Business Search Engine:

(1) 411Locate

<http://www.411locate.com>

(2) 411Now

<http://www.411now.com>

(3) Bizcardz

<http://www.bizcardz.net>

(4) BizExpose

<http://www.bizexpose.com>

(5) BizWeb

<http://www.bizweb.com>

(6) Business Seek

<http://www.businessseek.com>

(7) Companies Online

<http://www.companiesonline.com>

- (8) Comfind
<http://comfind.com>
- (9) The Dow Jones Business Directory
<http://www.businessdirectory.dowjones.com>
- (10) InfoMarket
<http://www.infomarket.com>
- (11) ProNet
<http://www.pronet.com>
- (12) QuickPage
<http://www.qpg.com/directory.shtml>
- (13) USA Online
<http://www.usaol.com>
- (14) 1st Global Directory
<http://www.123link.com>
- (15) The Jewelry Mall
<http://www.jewelrymall.net>
- (16) Rescue Island
<http://www.rescueisland.com>
- (17) Where2Go
<http://www.where2go.com>
- (18) 1stShopping.com
<http://www.1stshopping.com>
- (19) BottomDollar
<http://www.bottomdollar.com>

(20) Buyers Index

<http://www.buyersindex.com>

(21) CoolShopping

<http://www.coolshopping.com>

(22) Galaxy

<http://galaxy.tradsewave.com>

(23) InfoMarket

<http://www.infomarket.com>

(24) Internet Mall

<http://www.internet-mall.net>

(25) InternetShopper

<http://www.internetshopper.com>

(26) MallPark

<http://www.mallpark.com>

(27) Marketsuite.com

<http://www.marketsuite.com>

(28) NetMall

<http://www.netmall.com>

(29) Shop.com

<http://www.shop.com>

(30) ShopARoo

<http://www.shoparoo.com>

(31) TheBestMall

<http://www.thebestmall.com>

(32) WebMarket

<http://www.webmarket.com>

- (c) Local search engine is the search engine which accepts only the web site that have local contents or use local language e.g. Hunsa which is Thai search engine will only accept web site that relates to Thailand or display in Thai language.

Top Asia search engine:

Asia Search Engine is search engine which collects all web site that has the content related to Asia. The following is some example of Asia Search Engines where you can register your URL.

- (1) Asiaco

<http://www.asiaco.com>

- (2) Orientation Asia

<http://as.orientation.com>

- (3) Asiadrasons

<http://www.asiadrasons.com>

- (4) AsiaKeys

<http://www.asiakeys.com>

- (5) HyeGuide.com

<http://www.hyeguide.com>

- (6) Asia Guide

<http://www.asiaguide.com>

- (7) AsianNet

<http://www.asiannet.com>

(8) Asia Business

<http://www.asiabiz.com>

Thai search engine:

(1) Sanook

<http://www.sanook.com>

(2) Hunsia

<http://www.hunsia.com>

(3) YumYai

<http://www.yumyai.com>

(4) eThailand

<http://ethailand.com/express>

(5) Orientation Thailand

<http://th.orientation.com>

(6) SiamSearch

<http://www.siam-search.com>

(7) ThaiTop

<http://www.ThaiTop.com>

(8) ThaiWebHunter

<http://www.ThaiWebHunter.com>

(9) Thailander

<http://www.Thailander.com>

(10) ThaiMail Link

<http://www.arip.co.th/ThaiMailLink>

(11) ThaiSeek

<http://www.ThaiSeek.com>

(12) 108-1009

<http://www.108-1009.com>

(13) HotSearch

<http://www.HotSearch.bdg.co.th>

(14) ThaiSearch

<http://www.cnet.net.th>

(15) VOP

<http://www.geocities.com/Tokyo/4737>

(16) SunHa

<http://www.sunha.com>

(17) Siam2You

<http://www.siam2you.com/links/index.asp>

(18) IThailand

[http:// www.Ithailand.com](http://www.Ithailand.com)

(19) Bangkok Search

<http://www.ebannok.com/search>

2.5 Prepare Yourself to Register with Search Engine

As you may know that there are plenty of web sites available via the search engine, it may not be practical if you cannot make your web site listed at the top of the search engine list. Therefore if you want to succeed, you must find the way to make your site noticeable. Following is the example of search result from Alta Vista with the key word “music CD”. There are totally 119,910 web sites related to “Music CD”.

We cite here the preparation steps for making your site listed at the top list.

(1) Keyword Technique

Keyword is very important for Internet users in searching website via search engine.

- (a) Use the appropriate keywords which are related to your site
 - (b) Put keywords in each pages' title
 - (c) Put keywords in Meta Tag
 - (d) Put keyword in the first paragraph
- (a) How to choose appropriate keywords?

Before you can use the above technique, you have to consider what are the appropriate keywords which are popular to the internet users. Because the user may not be able to find your web site if your keyword is not attractive enough. We have some tips.

- (a) Try to think of some keywords which are popular for searching the information related to your web site. You can do so by looking at your site content and list all of possible keywords. You may get a pile of 30-40 keywords. Then you can consider each one of them and cut out one by one till you are left with 15-20 keywords (the appropriate length of a keyword should not exceed 500 characters). You can visit the site goto.com (http://inventory.go2.com/inventory/Search_suggestion.jhtml) to assist you in consideration.

After you get a pile of keywords and go into goto.com, you try to key in each one of your keywords into the space provided and click "Find it". The number of users for that keywords in goto.com will be shown. You keep record of each of them. For example, keywords for car web site should be as follows:

car, cars, automobile, automobiles, auto, autos, automotives,
new car, car for sale, car price, new car price, car sale, car
buying

Be cautions! Don't put the same keywords more than 3 times
otherwise your web site will be banned by all search engines. For
example, don't put car, car, car, car, cars, cars, cars, cars, automobiles,
automobiles, automobiles, automobiles. It will be known as keyword
stuffing or spam search engine.

- (b) The second example for selecting good keywords by the word "car
buying" in AltaVista is carsmart (<http://www.carsmart.com>).
Following is the sample for keywords.

Car, truck, car dealers, auto leasing, price quote, dealer, auto
broker, automobiles, used autos, new autos, auto buying, used car
dealer, vehicle prices, invoice prices, dealer cost, vehicle purchase, car
purchase, new vehicle, used vehicle, car buying, car locating, dealer
inventories, car prices, auto prices, trade-in, factory invoice, blue
book, auto information, auto research, acura, audi, BMW, Buick,
cadillac, chevrolet, chrysler, dodge, eagle, ford, honda, hyundai, isuzu,
jaguar, jeep, lincoln, lexus, mercedes, mercedes benz, mercury,
mitsubishi, nissan, plymouth, pontiac, saab, saturn, subaru, toyota,
volvo, vw, volkswagen, volkswagon, new automobiles, used
automobiles, new trucks, used trucks.

As you can notice from the example, there is no double keyword
or keywords phrase.

- (c) Apart from www.goto.com, you can observe your competitors from major search engine on how they use some keywords. You can find the reason why their web sites is listed in top 10. From the previous example, you can try to search for car buying from AltaVista and survey the top ten web sites. You can do so by clicking into their homepage, look for HTML code by clicking the right mouse and choose view source, then look for:

```
<meta name="keywords" content".....">
```

Keywords will be inserted in "....." and will be separated by comma or space bar. Then you can select their keywords to be applied for your site. By doing this way, you will have opportunity to be listed in the top ten list.

- (b) To put keywords in every page title

In each web page, there will be a heading called "Title" which will display at the top of the browser and if you view source to see HTML code, it will be:

```
<title>.....</title>
```

It is called title tag which will inform the audience on what is your web site. In some case, search engine will pay more attention to the word in this tag. Therefore, you should briefly explain your web site in this tag e.g. telling what products are sold in your web site and don't forget to include your keyword as well.

The length of words contained in this tag should be 15-20. The example of web site that contains keywords in its title and it does not exceed 15 words is HotelThailand (<http://www.hotelthailand.com>).

<title>Hotels in Thailand-large selection of hotels and resorts in Thailand, find your accommodations online.</title>

From this example, you can noticed that it also includes keywords in its title as well (hotels, resorts, Thailand, accommodations).

(c) How to put keywords in Meta Tags

Meta is the most important in which most of the search engine will firstly pay attention to. The reason is because Spider or Robot in the Search Engine will use this part for their consideration by indexing a variety of web sites into its database. Meta is the part which will not show any results at the browser when the audience view the web. It is specifically built for search engine to consider how to index web site. There are 2 main parts in Meta Tag.

- (1) Meta Description will display all details of your web site. It should be around 100-200 characters. The more you can be brief, the better. Don't forget to include your keywords in the description as well.
- (2) Meta Keywords is created for inserting keywords which you consider good and specific to your web site content. If you think the internet user will use this keyword for information searching, you can put that keyword here. Following is the

example of Domino Pizza (<http://www.dominos.com>) which has pizza in Meta Description.

```
<!doctype html public "-//W3C//DTD HTML 4.0 Final//EN">
<html>
<head>
<meta name="description" content="Join the world leader in pizza delivery.
    Domino's Pizza delivers job opportunities that you won't find
    anywhere else in the industry. Flexible schedules, competitive wages and benefits.">
<meta name="keywords" content="domino's pizza, PIZZA, domino's, dominoes, domminos, dominnos,
    pitza, pissa, peeza, Dominos, restaurant, retail, store, job, jobs,
    employment, employee, help wanted, career, management,
    customer service, distribution center corporate, executive,
    warehouse, production, salary, fulltime, full-time, hire, parttime,
    part-time, delivery, drivers, flexible schedules, competitive wages,
    benefits, Detroit, Ann Arbor, MI, Michigan, pizza guy">
<title> Welcome to Domino's Pizza!</title>
```

Figure 2.3. View Source of Domino Pizza Web Site.

Free software for Meta Tags Builder

You can also use software to automatically help you in building Meta. The following are some web sites where you can get free download.

- (1) WebPromote's Meta-Tag Generator

<http://www.webpromote.com/tools/metatag.asp>

- (2) Meta Tag Builder

<http://vancouver-webpages.com/META/mk-metas.html>

- (3) SiteUp's Meta-Tag Generator

<http://www.siteup.com/meta.html>

Tips for inserting keywords into Meta Tags

- (1) You should begin with the most attractive keywords followed by the second, the third respectively and each should be separated by comma.
- (2) You should also include the plural form for each words as well. For example, you use car as your keywords, you should also include cars as well.
- (3) In some search engine e.g. AltaVista treat capital letter differently from small letter. Therefore you should put all types of letter as your keywords such as car, CAR and Car.
- (d) How to put keywords in your first paragraph

In the first homepage, there will be a short description of the web site to educate the audience on its objectives e.g. being an

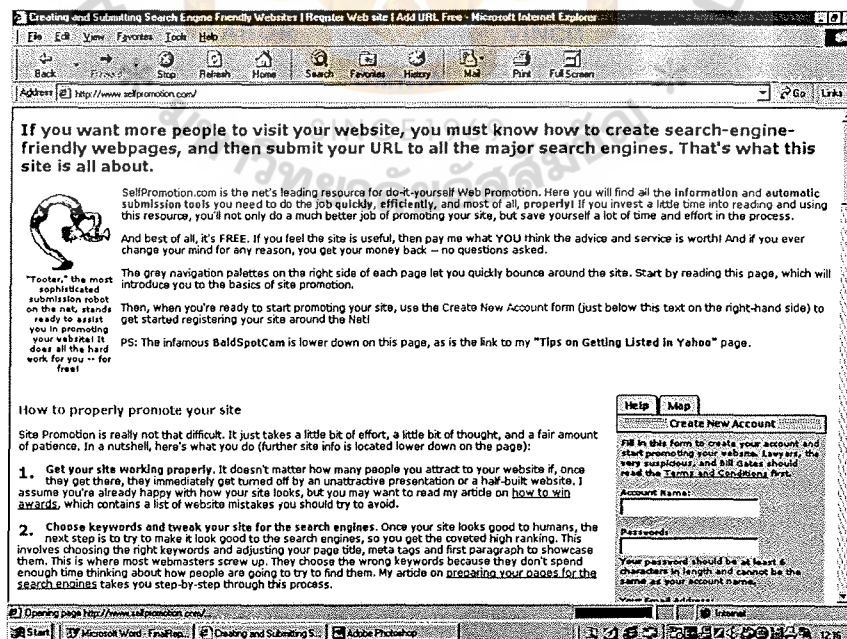


Figure 2.4. Keywords in the First Paragraph Web Site.

informative or Commercial web site, etc. This is done to attract the audience to participate more in the website. Sometimes, we call it as Welcome text. You should include your keywords in this first paragraph because some search engine consider the content in this paragraph e.g. NorthernLight (<http://www.northernlight.com>).

(2) Technique for Home Page Design

Followings are some techniques used for creating home page and also all the restrictions that you should avoid in designing your web page.

- (a) You should have your keywords in your welcome text (as seen from Figure 2.4)
- (b) Try to locate your welcome text or your first paragraph near the beginning of the tag body.
- (c) Avoid putting graphic into your first web page before welcome text e.g. Don't put banner or picture at the top of the home page before the welcome text.
- (d) Use <H1> or <H2> to emphasize the opening sentence of the home page.
- (e) Avoid using Image Map or Image Link to link to other web page because some search engine cannot follow the link. If you cannot avoid it, please put some text which can also be used to link to other site.
- (f) Don't partition your web page into several frames because some search engines are not compatible with indexing frame. You should put the Title page and Meta tag into the frameset and every subframe. Then register each page with search engine separately.

- (g) Don't use ASP or CGI to generate dynamic web page from your database because some search engines cannot index those pages.
 - (h) Don't create your web page with the use of Automatic Redirect. Automatic Redirect functions will direct you to other pages which you do not intend to go to. Some search engines do not like this kind of action.
 - (i) Put keywords in Comment <!-- your keyword> Tag.
- (3) Technique for Registering with Major Search Engine

As stated in the previous section, most of the Internet users like to use major search engines to assist them in finding the information. Therefore we have to pay attention to these search engines.

Tips and Tricks

You should register not only your URL home page but also other web pages as well. You also should set the Meta Tags of each pages different from the main page. For example, Thai Cuisine site (<http://www.thaicuisine.com>), you have to register for the sub pages as follows:

- (a) <http://www.thaicuisine.com>
- (b) <http://www.thaicuisine.com/recipes>
- (c) <http://www.thaicuisine.com/restaurants>
- (d) <http://www.thaicuisine.com/links>

However we cannot use this tip for Web Directories and some search engines allow registering only in the home page e.g. AltaVista.

Steps to register with Major Search Engines

We can classify the registration into 4 types:

- (a) Complicated Method with several categories
- (b) Registration form in which you fill in your information, press submit and it automatically add your URL.
- (c) Sending email to describe your web site.
- (d) Register with other search engine
- (a) Complicated Method with several categories.

Yahoo (<http://www.yahoo.com>)

Yahoo can be considered as the way to increase your visitors if you can make your web site name appear in its list.

Steps to register

- (1) Enter Yahoo home page by typing [http:// www.yahoo.com](http://www.yahoo.com)
- (2) Select 2 appropriate categories by clicking the sub categories. If you cannot find the appropriate categories for your site, you can search by the use of keyword by typing them into the Search box. For example, you search for keywords of “thai silk”, you will find the result from many web sites. You can notice the categories which will appear at the top of the web site.
- (3) When you can find 2 appropriate categories, click into the first category, you will find all web sites of that category arranged alphabetically.
- (4) Click on Suggest a Site which is located at the bottom of the web page and follow its instruction.
- (5) Don’t forget to put the other categories as well.

Tips

- (1) Register at only the homepage <http://www.yourcompany.com>. Don't register in other sub pages except pages that have speckle contents. You should try to get your home page listed first and register for the rest later.
- (2) Write your Title and Description as brief as you can. Don't use capital letters but should use sentence style. Don't overwrite your description like The best site.
- (3) Try to set your title with the very first alphabet such as A so that your web site will be listed in the top list.

It will take about 6-8 weeks for Yahoo webmaster to examine your web site. So if you want Yahoo webmaster to examine your site earlier (within 7 days), we suggest you to use Business Express Program (it will have options during registration process). However we do not guarantee that your site will be listed after their examination. Therefore if your site is not a commercial site, we suggest you to often register your site (once a month). But if it is a commercial web site, we suggest you to buy one. So you will not waste your valuable time.

Open Directory Project (<http://www.dmoz.org>)

This is the second Web Directories which many major search engines use; the same database of Open Directory Project such as AltaVista, Lycos, Hotbot, AOL, Netscape, Infospace, etc. Even Bangkok.com also uses its service. It seems that you will have higher

web traffic if you are listed here. The steps to register are the same as yahoo. However Open Directory Project is more flexible and has higher speed than Yahoo. It takes not more than 3 weeks for being listed. The reason is that there are more staff working for Open Directory Project.

Steps to register

- (1) Enter the homepage <http://www.dmoz.org>
- (2) Follow the steps as Yahoo.
- (3) You can register with unlimited categories but it must be related to your site content.
- (4) You can register for many sub pages as well.

Go Directory (<http://www.go.com/WebDir>)

Go is the Portal Site (Informative Web Site) in which Infoseek and Disney are jointly created. There are Search Engine and Web Directories in Go. To register in Go Web Directories, follow the following steps.

Steps to register

- (1) Enter into <http://www.go.com/WebDir/>
- (2) Select the appropriate Categories by clicking into the Sub Categories (around 3-5 steps) until you find the web page which contains the stars arranged from 3 to 1 or you can use keywords in Search Box.
- (3) Find “Become a GO Guide”. Then click and follow its instructions.

- (4) You will have to find at least 2 persons to approve your site and then you will be listed in the Go Network.

Snap: LiveDirectory (<http://www.snap.com>)

It is the joint venture between Cnet and NBC which contains 2 parts of Web Directories. The first part is Main Directory and the second part is Live Directory. Whenever the internet users search any keywords, the Main Directory will appear followed by Live Directory.

Live Directory is created to solve the problem of slow speed in main directory. Therefore your site will be listed faster or within 24 hours after registering via Live Directory. Only a good web site will be listed in Main Directory.

Steps for Live Directory Registration

- (1) Enter into <http://www.snap.com>
- (2) Notice the bottom of the web site, click List Your Site and enter into Snap Live Directory. Then click Submit Your Site (Add your site to Snap Live Directory). Then select Topic or Categories and Samp team will register you as its member. After that you can add your web site with Live Directory.

LookSmart (<http://www.looksmart.com>)

LookSmarm is the Web Directory that provides information for MSN Search and Excite.

Steps to register

- (1) Enter into <http://www.looksmart.com>

(2) Select the appropriate categories by clicking the sub categories until you reach the last one. Then click Submit at the top of the page. Then LookSmart will ask you to select whether you want to register as Nominate a Site (take more time for testing) or Express Listing which costs \$199.-. It will take around 48 weeks for approval same as yahoo. However it is better than Yahoo because it guarantees that your web site will be listed. If we compare the benefits of these 2 program, we suggest you to pay for Yahoo Business Express Program.

(3) Select to register your site as Nominate a Site and follow its instruction.

(b) Registration Form Type

Some examples of search engine are as follows:

AltaVista (<http://www.altavista.com>)

*Register in this search engine at <http://www.altavista.com/cgi-bin/query?pg=addurl>. For web directory, you need to register via Open Directory Project.

Lycos (<http://www.lycos.com>)

You can register with Lycos by going to <http://www.lycos.com> and register with Open Directory Project for web directory.

Excite (<http://www.excite.com>)

Excite uses the same web directory database as LookSmart. Therefore you have to register via LookSmart but you can register for

Search Engine at http://www.excite.com/info/add_ul or enter into its homepage and click Add URL located at the bottom of the page.

Technique for selecting Geographical Location during registration process. You should use Thailand if your web site has content related to Thailand and should use United States if your site's content is related to US. You also should consider the language as well.

Go Search Engine (<http://www.go.com>)

For search engine registration, you can go to <http://www.go.com/AddUrl?pg=SubmitUrl.htm> or going into its homepage and click Add URL located at the bottom of the page. If you cannot register via web site, you can send email to www-request@infoseek.com for registration.

Hotbot (<http://www.hotbot.lycos.com>) or (<http://www.hotbot.com>)

Lycos has just bought Hotbot early October 1999. You can register for search engine at <http://hotbot.lycos.com/addurl.asp> or going into its homepage and click for Submit Web Site located at the left-hand side. You can register for web directories via Open Directory Project.

MSN Search (<http://search.msn.com>)

<http://www.search.msn.com/addurl.asp> is used for search engine registration and you need to register for Web Directories via LookSmart because MSN use LookSmart's database.

WebCrawler (<http://www.webcrawler.com>)

Excite took over the business of WebCrawler since November 1995 after AOL. You can register at http://www.webcrawler.com/info/add_url. The steps are the same as Excite registration.

Google (<http://www.google.com>)

Google has supported data for Netscape result. Google will index web page by considering Link Popularity. You can register at <http://www.google.com/addurl.html> and put your keywords in Comments part.

Northern Light (<http://www.northernlight.com>)

You can register at http://www.northernlight.com/docs/regurl_help.html.

Direct Hit (<http://www.directhit.com>)

Direct Hit will check the search results from many web sites such as Lycos and Hotbot by counting the no. of the site's visitor and duration. It means that the more visitors click into these 2 search engines, the more chance to be listed at the top list. However it will consider only the web site that has registered as its member. You can be a member by registering at <http://www.directhit.com/util/addurl.html>.

Fast Search (<http://www.alltheweb.com>)

It is previously known as All The Web and change to FAST search in November 2000. It supports database for Lycos MP3. You can register for FAST Search at <http://www.alltheweb.com/addurl.html>.

Megallan (<http://megallan.excite.com>)

It is mid size search engine which was very popular in the olden day like WebCrawler. It is one part of Excite network. You can register at http://magellan.excite.com/info/add_url.

4anything (<http://www.4anything.com>)

4anything is the same as search engine but we call it as human-built portals like About.com. There are 44 web sites used to present each categories e.g. 4Toys.com, 4computing.com, 4maps.com,etc (you can check for all list at the right corner box). You send your web site to editor of 4anything to view by going into <http://www.4a2z.com/suggest/shtml>. You should select the most appropriate categories to your site.

(c) Sending E-mail for registration type

About (<http://www.about.com>)

It is previously known as MiningCo.com which is human-built portals which editor will collect and present literature, information, suggest web site.

How to make your site appear in About

- (1) You must go to homepage and click for categories followed by Get to the Site You Want and Netlinks till you reach Sub Categories which is most related to your site respectively.
- (2) You will see the picture of About Guide in the topics. You click guide Bio and you will see E-mail of that Guide. Then you send E-mail to introduce your site which the staff team will take a

look and link your site to Netlink if your site is really good and useful.

Ask Jeeves (<http://www.askjeeves.com>) or ([http://www. ask.com](http://www.ask.com))

It is search engine which can be searched by using questions and it will provide immediate response. It will link the database with other Search Engine. Ask Jeeves has just recently taken over Direct Hit.

How to make your site listed in Ask Jeeves

- (1) Send E-mail to url@askjeeves.com. You should also include your URL and your web site Description as well.
- (2) Ask several questions that you think the Ask Jeeves users will ask and be able to find from your site.

If you can include your keywords in your question, it will be very good.

- (d) Use other site's Database Type

This type of search engine helps us save time for registration because you have already registered with other search engines which use the same database. Some examples include:

- (1) AOL Search (<http://search.aol.com>)

Registration can be done via Open Directory Project.

- (2) Netscape Search (<http://netscape.com>)

It can be registered via Open Directory Project.

- (3) Goto (<http://www.goto.com>)

It is one of the popular search engine. It will ask you to buy keywords with some amount of money, once there is someone

entering your site via the link in Goto, it will deduct your money. The higher you pay, the better location for your site list.

(4) InfoSpace (<http://www.infospace.com>)

InfoSpace is considered as The World's leading online directories. Contents included in the site are variety such as job hunter, insurance, property, etc and it also has web directories as well. You can register via Open Directory Project because InfoSpace just open Web Directory Project Service with the use of Open Directory Project.

Link Popularity

Some search engines such as Excite, Infoseek will pay more attention to Link Popularity (no. of other web sites that is linked to your site). The more link popularity you have, the more chance that search engine will list you at the top list.

Now you know how important Link Popular is. Therefore, we should create link popularity. Most of the webmasters use Link Exchange or Reciprocal Link.

You can check which site has link to your site, you can check from the following URL.

- (1) <http://linkstoyou.com/CheckLinks.htm>
- (2) <http://www.linkpopularity.com>
- (3) <http://www.whistlere.com/cgi-local/position.cgi>

Doorway Pages

Different search engines will have different indexing process. Therefore if you expect many visitors will come to your site just because

you have registered with all major search engine, it is wrong. If your site has the following characteristics, it is more difficult to do so.

- (1) Many graphics involved
- (2) Use Database that needs to generate dynamic html
- (3) Use of Frame, Image Map or JavaScript
- (4) Many competitors involved

Therefore, we suggest you to use the Doorway pages or Hybrid pages or Gateway pages which mean that it is created specifically for viewer to visit your sites in many different ways.

We can make use of Doorway pages by registering each keyword set with each Major Search Engines.

If you set 3 sets of keywords to be used with your site to make it listed in 20 Major Search Engines, you need to create totally 60 Doorway pages. Each doorway page must have special characteristics specifically suited to each major search engines. As stated earlier, there are different algorithms to index for each major search engines. For example, AltaVista may index web site with red background to be listed first. Its algorithms can also be changed from time to time so we need to consider several factors.

When you have finished your doorway pages, you register these pages with major search engines. By this way, your site will be listed in the top 20 level.

However to do a large number of doorway pages is time consuming and complicated. There is Internet Marketing and Promotion Consulting to assist you such as Web Promotion 2000 Co., Ltd. (<http://www.webpromotion2000.com>). It also provides service of creating Doorway

Pages and ranking service for your site. If your site has fallen down from top 20 list, it will create new doorway pages for you. Or if your site does not have list on the Major search engine, it will have maintenance to your doorway pages till your site has been listed.

Evaluate method after registration with Search Engine

Only registration with search engine and waiting for the customer to visit your site is not enough. You have to evaluate and continuously promote your site in different ways. Some evaluation techniques are available hereunder:

- (1) Continuously check from tracker of counter and find out where your visitors come from.
- (2) Check whether your site has been listed in the search engines by going into different search engines and enter url:yourcompany.com or domain:yourcompany.com or yourcompany.com at search box. If you cannot find your site, you should resubmit your sites every month until your site has been listed.
- (3) Check ranking from Major Search Engine by the use of keywords. We list some of the web sites where you can use it to check for ranking. Some are free of charge and you need to pay for some sites.
 - (a) <http://www.scorecheck.com/home.html>
 - (b) <http://infrmant.darmouth.edu>
 - (c) <http://www.internetgain.com>
- (4) If you have changed the contents, URL, Tiles or Meta Tags, you need to resubmit your site with every search engines to update your data otherwise your site will not be noticeable.

III. E-MAIL

From the survey of several Internet Research Firms, it can be concluded that the second most effective web-advertising tool is e-mail.

E-mail stands for Electronic Mail which is very effective for delivering messages to the receivers. It is fast and low cost when compared to the traditional delivery such as fax, telephone or letter. There is no item and place constraints as well. Mail can be sent to people all over the world regardless of time.

3.1 E-mail Technical Term for Your Better Understanding

(a) Opt-In-E-Mail

It is optional e-mail which has been given the permission to be included in the mailing list database of a specific group. You will have rights to do any activities such as introduce your products or services but you must provide the option for the receiver to reject your mail at any time.

(b) Spam E-mail

Spam e-mail is mail which sent to the receiver without the permission of the receiver. Some characteristics of Spam e-mail are its frequency and have the repetitive contents such as sending the same messages 2 times. Most of its content will be to sell the product or service, finding members or MLM, etc. Since it is very low cost or sometimes free of charge, spammers like to do it very much. However you should not use this method because it will discredit your web site. Most of the Internet users do not like spam mail so they will not like your site if your use it.

We include some complaints for your information.

- (1) Misunderstanding between the sender and receiver because some email is counterfeited from others.

- (2) Damaging e-mail Server.
 - (3) Users need to spend more time deleting spam mails from his e-mail box.
 - (4) Since the image of spam mail is cheating or not good, customers may associate your web site with the image of the spam mail.
- (c) Mailing list

Mailing list is group of members who are interested in the same topics. They will have the middle name of the group as the same e-mail address. For example, you have mail sent to Mail-List@thailand.com, the mailing list server of Thailand.com will forward email to all members of the group. The registration is also very easy. You just click to register your email with the web site and that is all.

(d) Newsletter

Newsletter is the letter from mailing list. It is hard to write the newsletter which is effective and can convince customers to try your site. You have to keep in mind that the members of mailing list trust you and are willing to buy products from you if it proved to be good. Therefore trust must be created and emphasized. From the survey, we found that most of people like to read the enjoyable, knowledgeable or up to date letter.

We list here some interesting contents for your use.

- (1) News, knowledge related to the topics
- (2) Questions and Answer from the members
- (3) Feedback from the members
- (4) New product or service
- (5) Promotional products or special discount

- (6) Joke of the day
- (7) Free stuff for members

To write an interesting newsletter depends on experience. The best way is to ask the expert of each specific topic to write for you. That is why there are some services offering writing the newsletter. You have to pay for that but it is sometimes worth it.

We cite some example of this service.

- (1) Company Newsletters

<http://www.companynewsletters.com>

- (2) Convey

<http://www.convey.com>

- (3) Editor

<http://www.editor.com>

3.2 Strategies for Web Promotion by the Use of E-mail

- (a) Build your own Mailing list

There are several web sites that use mailing lists for product selling, product introduction, site reminders or sending news for its members.

There are several methods for creating your web site as follow:

- (1) Use mailing list service of your ISP
- (2) Use mailing list service of Web Hosting
- (3) Use mailing list service from free web site like:

- (a) ListBot <http://www.listbot.com>

- (b) Egroups <http://www.egroups.com>

- (c) OneList <http://www.onelist.com>

- (d) Topica <http://www.topica.com>

However after building your own mailing list, you have to offer service, news, or information related to your web site via E-mail. For example, if your site is IT related, you should send IT news to your members which can be daily, weekly, monthly. Some strategies to attract visitor to your site include rewards, premium, coupons or point collection. The next step is to write newsletter to send to your members. You can ask or hire others to do for you as well.

(2) Use Opt-In-E-Mail service provider

We can conclude from the survey that promoting web site through Opt-In-E-Mail generate ROI (Return on Investment) around 10-15% which is better than the use of banner. ROI is ratio in which the E-mail readers click to view the advertising sent via email. CTR (click through rate) for banner is only 1% which means sending mail to 100 respondents, only 10-15 respondents will click to see your site. However there may be no response at all if it is spam e-mail.

Fee of the service is approximately 10-30 cent per 1 E-mail which include writing email to sending email.

Some of the world Opt-In-E-Mail service providers are.

- | | |
|-----------------------|---|
| (a) YesMail | http://www.yesmail.com |
| (b) PostMaster Direct | http://www.postmasterdirect.com |
| (c) E-target | http://www.e-target.com |
| (d) TargitMail | http://www.targitmail.com |
| (e) Opt-InEmail | http://www.opt-inE-mail.com |
| (f) BulletMail | http://www.bulletmail.com |
| (g) Targ-It | http://www.targ-it.com |

- (h) Worldata Exchange <http://www.worldataexchange.com>
 - (i) HTMail <http://www.htmail.com>
 - (j) PostMaster <http://www.postmaster.com>
- (c) Put advertising on Newsletter or E-Zine of other sites

E-Zine is electronic magazine which is sent to the reader by email. It has a similar pattern with Newsletter. You can contact to place your site advertising with any web sites which you think has enough members but you have to pay advertising fees.

You can search for web site that provides newsletters and e-zine from the following web sites.

- (1) Top E-Zine Ads
<http://www.topzineAds.com>
 - (2) E-Zine Adsource Directory
<http://www.ezineAdsource.com>
- (d) Make use of electronic signature

In Thailand, there is not much use of electronic signature. Electronic signature is text footer at the bottom of email which is used to identify who you are, how to contact you, your telephone. You can make use of this part.

The following is the example of electronic signature.

Sincerely,
Sarinya Amaralikhit

Web Promotion Co.,Ltd.
www.webpromotion.com
sarinya@webpromotion.com
“To be No.1 in e-Business by Web Promotion”
“We don’t know all but we know Web Promotion”

The most important is that you must include your email web site, your phone, your logo in your electronic signature as well. In addition, you need to improve your electronic signature because mailing list program allows you to send any sentences not more than 6. It will cut the rest out. Therefore you need to set up your electronic signature to not more than 6 lines. However, you can increase no. of line by the use of some tricks. You need to create graphics by the use of alphabet as shown in the picture.

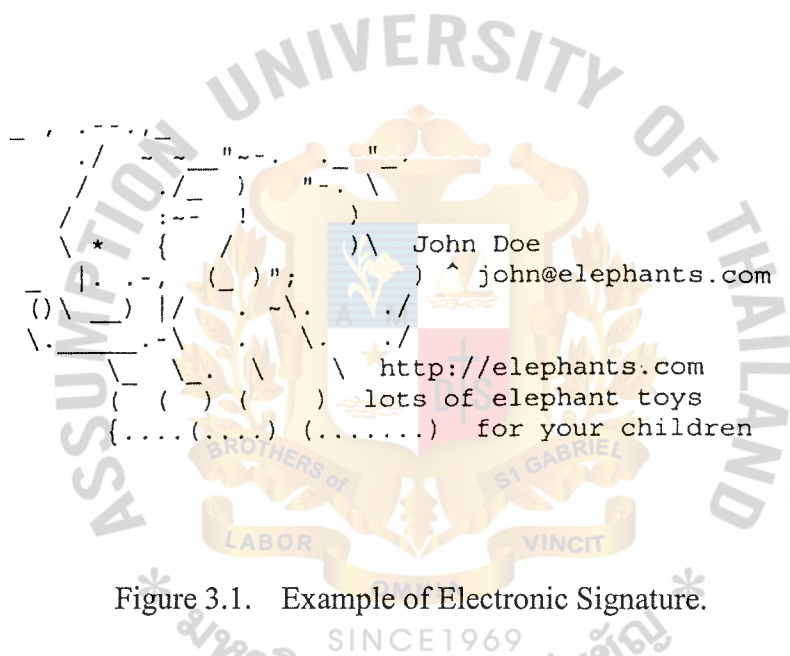


Figure 3.1. Example of Electronic Signature.

You can notice that there will be 11 lines for electronic signature. However try to include your email address not more than the sixth line and you should create several electronic signatures to suit each of your target groups.

E-mail arrangement

E-mail layout is also an important factor to make your email attractive. If it is unreadable or difficult to read, the audience will not read your mail and will not buy products from you. You should set your email reading program in either Eudora or Outlook. The sending

width should not be more than 70 columns per line and receiving width should be 80 columns per line. The reason is that most of the internet users will set resolution to 640x840 pixels which mean the width for reading mail will be only 78 columns per line. The rest will be cut off as junk which is hard to read as example shown below.

Hi,

Thanks for your inquiry. ABC Inc. is here to help you with all your advertising needs. We deal with many Fortune 500 companies to very small businesses. No matter what size your business is, we can tailor a advertising campaign to fit your budget and your needs. ... etc., etc., etc.

The reason for setting program to read email at 70 columns per line because the program will automatically put symbol of > when you send mail. Therefore there is high opportunity that the e-mail contents will be move from the first line to the second which makes it harder to read. If the reader cannot read your mail properly, they will definitely not buy your products.

(e) Promoting your site in different mailing list group

Apart from creating your own mailing list to invite the audience, you can promote your site with other sites as well.

You can use the service of the following web sites.

- (1) Searchable index of mailing lists

<http://tile.net/listserv/>

- (2) Liszt

<http://www.liszt.com>

- (3) EGroups

<http://www.egroups.com>

- (4) ListQuest

<http://www.listquest.com>

- (5) Escribe.com

<http://www.escribe.com>



IV. NEWSGROUPS, FORUM DISCUSSION, MESSAGE BOARDS

4.1 Newsgroup

Newsgroup or Usenet Newsgroups is an online discussion. On the Internet, there are literally thousands of newsgroups covering everything and every conceivable interest such as travelling group, computer groups. All newsgroups will be kept at Newsgroups Server.

To promote via newsgroups, you have to know your target group so that you can direct your site correctly. For example sport web site should be promoted through sport newsgroups. There are 2 ways to connect into Newsgroup server.

- (1) Via web site e.g. Deja (www.deja.com), romarQ (www.remarq.com).
- (2) Via program connected directly to Newsgroups Server e.g. Eudora, MS Outlook, Netscape Newsgroups.

Before you can promote your site through the use of newsgroups, you have to understand the characteristics of these users and how it differs from Internet user. Users in Newsgroups are hard to promote because of the following reasons.

- (1) These groups of people like free and cheap stuff.
- (2) They like to quickly refuse everything due to their experience of spam e-mail.

However newsgroup promotion is effective and influential but it takes time for you to develop relationship with its members.

How to post message into Newsgroups?

Firstly you have to examine which is your appropriate newsgroups to your web site and try to notice the response of the groups to determine how friendly they are.

Try to use short and brief descriptions, making your message not too long to spend time reading it.

For example, I want my Thai Cuisine web site to be known among members in Food Newsgroups and I decide to post my message via Deja (www.deja.com) in the rec.food.cooking section.

Following is the message sent to the groups' members.

Dear All

If you would like to learn about Thai cooking or get more knowledge about Thai recipes and others, you can visit us at Thai Cuisine
(<http://www.thaicuisine.com>)

Thank you

Sarinya Amaralikhit
Sarinya@thaicuisine.com
<http://www.thaicuisine.com>

Don't forget to put your electronic signature for the subsequent visitors to remember who you are. In case they need help in your area of expertise, they will think of you and your site. This is the first step to develop the relationship with the members. However you have to be aware of spamming which will take your e-mail account and send junk mail to you. The best way is to register for free e-mail from hotmail (www.hotmail.com) or yahoo (www.yahoo.com), etc.

There are several Newsgroups where you can go for promoting your web.

- (1) binonet.software.www
- (2) cern.www.talk
- (3) comp.infosystems.www.announce
- (4) comp.inernet.net-happening
- (5) demon.jp.www
- (6) fj.net.infosystems.www
- (7) hannet.ml.www-talk
- (8) misc.entrepreneurs

(9) tnn.internet.www

(10) umn.local-lists.umn-www

4.2 Forum Discussion/Message Boards

Forum Discussion/Message Boards are the same as Newsgroups that is an online discussion for an interest topic. However there will be a moderator to help answer or screen the message. You can use it to promote your site as well but be careful not to make your advertisement like a spam mail.

You can find your interest Forum Discussion from Forum One (<http://www.forumone.com>) which is composed of more than 310,000 forums. You can also create your own forum in your web site to increase your web traffic and at the same time, you can register your forum at Forum One as well.

Example of Thai popular forum is Pantip (www.pantip.com). There are several groups for you to participate and promote your site.

Following are some examples of World popular Forum Discussion and Message Board for your use.

(1) Yahoo Message Boards

<http://www.messages.yahoo.com/index.html>

(2) Goto Message Boards

<http://www.go.com/Community/Message>

(3) Excite Message Boards

<http://www.boards.excite.com/boards/>

(4) AltaVista Raging Bull

<http://www.ragingbull.com/community/>

(5) Lycos Message Boards

<http://www.bosrds.com/>

V. PRESS RELEASE, FREE STUFF, AFFILIATE

5.1 Press Release

Press Release is to promote your site via different media such as newspaper, radio, TV, magazine, etc. They will criticize, appreciate, discuss, introduce your site to readers, listeners, users of that media. It can be in the form of literature, news, etc. so you should include your URL. This method will make your site trustworthy and more visitors will visit your site. You also need not pay the advertising fee as well. We can classify into 2 types listed hereunder:

- (1) Traditional Press Release
- (2) Electronic Press Release (E-mail)

Traditional Press Release is to introduce your web site by sending postcards to several media whereas Electronic Press Release is to introduce your web site by the use of e-mail.

In comparison with Traditional Press Release, Electronics Press Release is easy to promote and use less budget. Example of traditional press release are Internet Site of the Week in Bangkok Post ([www.bangkokpost.com/data/ Database.html](http://www.bangkokpost.com/data/Database.html)) and radio program IT 100.5 MHz.

The most important is how to write the effective letter or e-mail. You should write in the manner of giving information, knowledge to the reader not just emphasize on promoting your site. You should write in the manner inviting them to visit your site, to convince them to try your site.

You can study how to write effective Press Release from Successful web site (<http://www.successful.com/report.html>).

You can search for media link around the world from the following sites.

- (1) The Paperboy

<http://www.thepaperboy.com>

- (2) Newspapers Online

<http://www.newspapers.com>

- (3) MediaFinder

<http://www.mediafinder.com>

- (4) NewsDirectory

<http://www.newsdirectory.com>

- (5) US RAdio & TV Directory

<http://www.metronet.com/~chipk/usatv.html>

In Thailand, there are several media which you should not miss. We have listed hereunder:

- (1) Thai Rath Newspaper

<http://www.thairath.co.th>

- (2) Daily News Newspapers

<http://www.dailynews.co.th>

- (3) Krungthep Turakij Newspaper

<http://www.bangkokbiznews.com>

- (4) Matichon Newspaper

<http://www.matichon.co.th>

- (5) Thansettakij Newspaper

<http://www.thannews.th.com>

- (6) The Nation Newspaper

<http://www.nationmultimedia.com>

- (7) Bangkok Post Newspapers
<http://www.bangkokpost.com>
- (8) Manager Newspaper
<http://www.manager.co.th>
- (9) Thai Post Newspaper
<http://www.thaipost.net>
- (10) INN News
<http://www.inn.co.th>
- (11) Thai News
<http://www.tna.mcot.or.th>
- (12) Chiang Mai News
<http://www.chiangmainews.com>
- (13) Pattaya Mail
<http://www.pattayamail.com>
- (14) Phuket Gazette
<http://www.phuketgazette.net>
- (15) Business Day
<http://www.bday.net>
- (16) IT Radio Station 100.5 MHz.
http://www.mcot.or.th/1999/99_topic/1_1005.htm
- (17) Channel 3 TV Station
<http://www.tv3.co.th>
- (18) Channel 5 TV Station
<http://www.tv5.co.th>

(19) Channel 7 TV Station

<http://www.ch7.com>

(20) Channel 9 TV Station

<http://www.mcot.or.th>

(21) Channel 11 TV Station

<http://www.prd.go.th>

(22) ITV TV Station

<http://www.itv.co.th>

(23) UBC Cable TV

<http://www.ubctv.com>

(24) AR Group Magazines

<http://www.arip.co.th>

5.2 Free Stuff/Contest

One of the effective way to promote you site is to offer free gift for the visitors in exchange for the web member such as movie tickets, free trial.

After you have set the rewards, you have to go for registration with the following web sites.

(1) Free Shop

<http://affiliate.freeshop.com>

(2) Free Forum

<http://www.freeforum.com>

(3) Totally Free Stuff

<http://freeandfun.com>

(4) Winfreestuff.com

<http://www.winfreestuff.com>

- (5) Free Ride

<http://www.freeride.com>

- (6) FreeSpider

<http://www.freespider.com>

- (7) MyPoints

<http://www.mypoints.com>

- (8) Free Stuff Central

<http://www.freestuffcentral.com>

You can also set up the contest among the visitors e.g. Composition Contest in exchange for a certain amount of money. The rewards can also be called sweepstakes.

You have to register with contest web site like the following.

- (1) Contest world

<http://www.Contestworld.com>

- (2) Sweepstakes Online

<http://www.SweepstakesOnline.com>

- (3) Webstakes

<http://www.Webstakes.com>

- (4) The Contest Catalogue

<http://contest.catalogue.com>

- (5) Win Dough

<http://www.WinDough.com>

- (6) ContestGuide.com

<http://www.ContestGuide.com>

- (7) TreeLoot

<http://www.treeloot.com>

- (8) LuckySurf.com

<http://www.LuckySurf.com>

- (9) Free Sweepstakes

<http://www.FreeSweepstakes.com>

The main reason why this promotion is effective is because everyone like free stuff.

5.3 Affiliate Program

Selling through Affiliate Program or Associate Program or Referral Program is currently very popular and can increase sales.

Affiliate Program means joint activities between your site and other sites for selling products, finding members and so on. If you get customers from them, you will have to pay commission to them for their effort.

Jupiter Communication (<http://www.jup.com>) expect that more than 30% of E-commerce web site will come from Affiliate Program by the end of year 2001.

You have to allow the affiliate members to always see their commission. You can do so by either method.*

- (1) Create your own software
- (2) Use the service of Click Trade (<http://www.clicktrade.com>)

Then you should register your site with the following Review Affiliate Program Web site.

- (1) Associate Programs Directory
<http://www.AssociatePrograms.com>
- (2) Refer-it
<http://www.referit.com>

(3) i-revenue.net

<http://www.i-revenue.net>

(4) LinkExchange Revenue Avenue

<http://revenue.linkexchange.com>

(5) Associate-it

<http://www.Associate-it.com>

(6) ClickQuick

<http://www.ClickQuick.com>

(7) SiteRewards.com

<http://SiteRewards.mycomputer.com>

(8) AffilateMatch.com

<http://www.AffilateMatch.com>



high-speed connection solutions become more readily available and online ad technologies mature, however, expect rich media to be a cornerstone of all ads.”

A complete version of this AdRelevance Special Report, titled “Building Roads Less Traveled: Understanding the Usage of Ad Sizes and Technologies,” can be viewed at <http://intelligence.adrelevance.com> and includes compelling ad metric charts and graphs as well as additional analytic insights on the findings. For more information on AdRelevance 2.0 – the brand new second-generation online ad measurement service from AdRelevance – and a free demo or trial, please visit <http://www.adrelevance.com> or call 1-888-649-6540.

Definitions

Impressions: The number of times an ad is rendered for viewing. One impression is equivalent to one opportunity to see an ad.

Animation Ad: Ad created using the Graphics Interchange Format (GIF) that allows advertisers to create simple animated images.

Image Ad: A static ad that does not use interactivity or animation.

Form Ad: Ad that allows advertisers to include the elements available in HTML forms including text boxes and drop-down menus.

Editors Note: Unless otherwise noted, please source all data as the following:

AdRelevance, a Jupiter Media Metrix company

About AdRelevance, a Jupiter Media Metrix company

AdRelevance, a Jupiter Media Metrix company, is an innovator in Internet advertising measurement and ad tracking technology. The company’s advanced

intelligent agent technology systematically and continuously scours the commercial Web universe, collecting online advertisements from more than half a million URLs.

With data on hundreds of thousands of unique ads, representing more than 15,000 advertisers, the innovative AdRelevance service provides advertisers, agencies, media companies, marketers and financial analysts with critical information that tells them where, when and how competitors and potential clients are advertising on the Internet.

Visit us at www.adrelevance.com for more information.

About Jupiter Media Metrix

Jupiter Media Metrix, formed by the merger of Jupiter Communications and Media Metrix, is a global leader in market intelligence for the new economy. The Company delivers innovative and comprehensive Internet measurement, analysis, intelligence and events to provide businesses with unmatched global resources for understanding and profiting from the Internet. Jupiter Media Metrix brings together world-class, innovative and market-leading products, services, research methodologies and people. Jupiter Media Metrix brands include Media Metrix, AdRelevance, Jupiter Research and Jupiter Events. The Company is headquartered in New York City and operates worldwide, across the Americas, Asia Pacific, Europe (as Jupiter MMXI Europe), and the Middle East. Visit us at www.jmm.com for more information.

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