

Tourism Web Sites

“Tips on Search Engines , Counters, Links,
On-line Marketing and Promoting your
Web site”

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If you built it, now when will they come?

Web site promotion is not just a matter of submitting your pages to as many search engines as possible. It involves preparing your web pages and yourself to successfully promote your pages.

One of the most important things that you can do for your web site is to learn how to effectively promote your pages. Here are just a few examples of the ways in which you can get users to continue to return to your web site.

It has been documented that over 90% of all Internet traffic comes from Search Engine listings. It is therefore crucial for your website to be included in as many search engines as possible

The Importance of Submitting Your Website everywhere!

Search engine submission lies at the heart of any intelligent web marketing strategy. Adding your URL to web directories and search engines is vital to your success. But what many site owners fail to realize is just how important it is to spend time adding their site manually to every search engine possible. For reasons that are generally invalid, a number of site owners actually believe that they need only to submit their sites to the few "major" engines online. They are content to receive traffic only from Google, Yahoo, and a handful of others in the "major league." But while a small group of engines do indeed comprise the majority of traffic to be offered, they do not by any stretch of the imagination - constitute all of the traffic available. In fact, there are literally hundreds of engines that --when combined-- can refer substantial amounts of traffic. It simply doesn't make sense not to be listed everywhere. It has be dictates that every internet search engine is worthwhile to some degree! Even if you've never personally heard of a particular search engine, it's likely that thousands of end users in a different region of the country...or the world...have not only heard of it, but use it every day! For a list of search engines to submit your site see the **"Search Engine List Document"**

Search Engines & Web Directories!

As you go through the list of search engines, remember: We recommend submitting your site to as many of them as possible. Still, there are only a few hundred individual search engines that accept URL additions for their own database. Some engines may now only be "meta" search engines; meaning they use the databases of various other engines and do not accept submissions. As you go through our list of engines, you'll learn to quickly scan their homepages for "add site," or "add url try to look for words like "URL" or "site" on the page whenever an engine makes it particularly difficult to notice their submission button. Not every engine on the list will allow submissions.. Don't let that frustrate you... keep moving from engine to engine...marketing & promoting your site at as many places as allowable!

Where to start to submit YOUR Site?

General Web Indexing Services

- ❖ **[Yahoo](http://docs.yahoo.com/info/suggest/)**,
<http://docs.yahoo.com/info/suggest/>
the key directory, allows submission by category with short descriptions. For \$1000us you can use Yahoo's
[Web Launch](http://www.yahoo.com/docs/pr/launchform.html)
<http://www.yahoo.com/docs/pr/launchform.html>
to announce in a Yahoo ad.
- ❖ **[Canada.com](http://www.canada.com/search/web/addurl.html)**
<http://www.canada.com/search/web/addurl.html>
collects results from other search engines.
- ❖ **[Google](http://www.google.com/addurl.html)**
<http://www.google.com/addurl.html>,
[Alta Vista](http://www.altavista.com/sites/search/addurl)
<http://www.altavista.com/sites/search/addurl>
(basic submit is free),
[Northern Light](http://www.northernlight.com/docs/regurl_help.html),
http://www.northernlight.com/docs/regurl_help.html
[Fastsearch](http://www.alltheweb.com/add_url.php3)
http://www.alltheweb.com/add_url.php3
are key; use
[Freepint](http://www.freepint.com/cgi-bin/submit/submit.cgi)
<http://www.freepint.com/cgi-bin/submit/submit.cgi>
to get in all.
- ❖ The Looksmart Network includes now charges either \$99 or \$199 for different levels of special submission and can be accessed from its members such as
[Excite](http://submit.looksmart.com/info.jhtml?synd=zbh&chan=home&sku=ls02&page=form)
<http://submit.looksmart.com/info.jhtml?synd=zbh&chan=home&sku=ls02&page=form>,
[Webcrawler](http://www.webcrawler.com/info/add_url)
http://www.webcrawler.com/info/add_url and
[Altavista](http://submit.altavista.com/info.jhtml?synd=zbm&chan=avhome&page=form&sku=ls19)
<http://submit.altavista.com/info.jhtml?synd=zbm&chan=avhome&page=form&sku=ls19>.
[Lycos](http://www.lycos.com/addasite.html)
<http://www.lycos.com/addasite.html>
also requires you to purchase access to their engine. This does not buy position but includes submission into the regular search engine indices.

Yellow Page Services and Internet Malls with Free Listings

(some of these may also offer paid listings with better placement, etc.)

- ❖ **[Galaxy](http://www.galaxy.com/info/submit/)**
<http://www.galaxy.com/info/submit/>
is a directory service offered by EINET.
- ❖ **[Bizweb](http://www.bizweb.com/InfoForm/)**
<http://www.bizweb.com/InfoForm/>
compiles information about companies with a product to sell.

Links taking you to the site submission page

URL Submitting, the following links will take to you the site submission page for each Search Engine. Yahoo handles it's submissions totally differently from the rest. Be

sure to read ALL of "How to Suggest Your Site" and follow their instructions to the letter!

- ❖ [AltaVista](http://www.altavista.com/cgi-bin/query?pg=addurl)
<http://www.altavista.com/cgi-bin/query?pg=addurl>
- ❖ [EXCITE](http://www.excite.com/cgi/comsubhelp.cgi?display=html;path=/query.html;section=search;Suggest+Link=Suggest+Link)
<http://www.excite.com/cgi/comsubhelp.cgi?display=html;path=/query.html;section=search;Suggest+Link=Suggest+Link>
- ❖ [Galaxy Einet](http://galaxy.einet.net/cgi-bin/annotate?Other)
<http://galaxy.einet.net/cgi-bin/annotate?Other>
- ❖ [Infoseek \(E-mail Request\)](mailto:www-request@infoseek.com)
<mailto:www-request@infoseek.com>
- ❖ [Inktomi](http://i14.inktomi.com/full/addurl.html)
<http://i14.inktomi.com/full/addurl.html>
- ❖ [Lycos](http://www.lycos.com/addasite.html)
<http://www.lycos.com/addasite.html>
- ❖ [Open Text](http://index.opentext.net/main/submitURL.html)
<http://index.opentext.net/main/submitURL.html>
- ❖ [GTE SuperPages \(YELLOW\)](http://yp.gte.net/add.phtml?)
<http://yp.gte.net/add.phtml?>
- ❖ [Internet Bus Dir \(YELLOW\)](http://www.ibdi.com/)
<http://www.ibdi.com/>
- ❖ [WebCrawler](http://webcrawler.com/WebCrawler/SubmitURLS.html)
<http://webcrawler.com/WebCrawler/SubmitURLS.html>
- ❖ [Yahoo!](http://www.yahoo.com/)
<http://www.yahoo.com/>
- ❖ [BigBook \(YELLOW\)](http://www.bigbook.com/ad-agency/homepages/)
<http://www.bigbook.com/ad-agency/homepages/>
- ❖ [Northern Light](http://www.northernlight.com/docs/regurl_help.html/)
http://www.northernlight.com/docs/regurl_help.html/

Other search engines, web directories, and resources:

<http://oregonstate.edu/findsomeone/search.html>

Web Promotion Services

Some Free Web Promotion Services

Name	URLs Submitted	Number of Search Engines
123 Submit Pro http://websitesubmit.hypermart.net/freesubmit.htm	1	18
Add me http://www.addme.com/	1	34
easySUBMIT http://www.pangea.va.it/easy/	5	100+

Web Promotion Services

TrafficMagnet

<http://www.trafficmagnet.com/index.html>

Submitting your website to 300,000+ search engines and directories

Offline Submission Software

Check out [c/net Downloads.com](http://c/net.com/Downloads.com) for the most recent additions.
<http://download.com.com/3120-20-0.html?qt=search+engine+Submission+Software&tg=dl-2001&search=+Go!+>

Addweb

<http://www.cyberspacehq.com/products/AddWeb/home.shtm>

provides you with the tools necessary to help you get better visibility and more traffic.

The **Exploit Submission Wizard**

<http://www.exploit.com/wizard/>

uses your material to submit registrations. A free version submits to 25 engines while a shareware version, paid for monthly, submits to many more.

WebPosition Gold

<http://www.webposition.com/cgi-local/index.pl?DS1=RP&DS2=6CF-55BA>

gives marketing and Web design professionals the advanced tools needed to increase Web traffic by elevating a page's rank on the world's leading 85 Internet search engines.

SubmitWolf PRO

<http://www.trellian.com/swolf/index.html>

is an easy to use, professional website promotional tool, which automates the process of promoting your web pages on the internet.

Search Engine Submission Tips, Tricks, & Secrets

Knowing the search engines tips, tricks, and secrets will help you better prepare your web pages to be indexed by the search engines. This list contains just a few items that will help prepare you to do the best possible job to promote your pages through search engines. At the bottom of the page are links to sites with more comprehensive lists of tips.

- ❖ **Make Good Use of Your Document Title.**
The document title is crucial for effective placement on almost all search engines. Inclusion of a short description or list of key words within the title is probably not inappropriate. However, it is probably sensible to limit your title to 64 characters, which is the HTML specification maximum.
- ❖ **Do NOT Abuse META Tags.**
The over-enthusiastic use of META tags is not only frowned upon, it is self-defeating. The window of opportunity for this little prank is closing. Most of the major search engines have refined their search capabilities to ignore excessively long META tags and some are now penalizing sites that use them. Some search engines are beginning to punish those who excessively repeat keywords by refusing to list them. Lycos and InfoSeek both enforce this policy. Be careful about doing this.
- ❖ **Descriptions of around 50 words and 25 keywords** are unlikely to fall foul with most engine criteria. You may well get away with more than this, but don't count on it. Given these limitations, the repetition of keywords is unlikely to be an efficient use of the the keywords META tag.

- ❖ **Keep Your Home Page Short and to the Point.**
For search engines that ignore META tags, such as Excite, the use of relevant text is essential. Many searches will return results based on word frequency within a document. A home page that repeats the page title once and includes a short description with essential key words is going to work better than a page with a lot of text in it.
- ❖ **Pay attention to the title, META tags, and relevance of the text on all of the pages on your site.** Title and keyword differences between pages improve the chances that your site will match any given search criteria. This is a powerful technique that, if used too enthusiastically, can degrade the usefulness of search engines.

Search Engine Secrets:

- ❖ Make more than one copy of your page. These copies (known as doorway or gateway pages) can have the exact same content, it can have different keywords or even be the same content but listed differently.
- ❖ Putting punctuation, especially exclamation marks, in front of your name will make your company list even higher.
- ❖ Making your company name begin with A so that you will be listed higher.
- ❖ Changing your title regularly will often result in robots thinking that a new site exists. As a result, your site may be listed more than once in an index.
- ❖ Don't use single characters for keywords. It does not help searches of your pages.

General References and Resources

On the World Wide Web. [Search Engine Watch.](http://www.searchenginewatch.com/)

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

- ❖ A very valuable web site. Especially check out its quite comprehensive set of documents, [A Webmaster's Guide to Search Engines.](http://searchenginewatch.com/webmasters/)

<http://searchenginewatch.com/webmasters/>

- ❖ [TrafficFile Internet Marketing Center](http://www.trafficfile.com/internet_marketing/index.htm)

http://www.trafficfile.com/internet_marketing/index.htm

The key to your online success is Internet Marketing, do it right and your online dreams will be fulfilled.

- ❖ [Bruce Clay - Search Engine Optimization Promotion Tools.](http://www.bruceclay.com/web_rank.htm)

http://www.bruceclay.com/web_rank.htm

A well thought-out series of steps to ensure that your page description appears at the top of a web search.

- ❖ [Submit Away - The Web Site Promotion Center.](http://www.submit-away.com/)

<http://www.submit-away.com/>

This web site was designed as a free web site promotion resource to experienced webmasters and web site promoters worldwide.

- ❖ [Web Digger - Search Engine Tips.](http://www.webdigger.com/search_engine_tips.htm)

http://www.webdigger.com/search_engine_tips.htm

Need to improve your search engine standings? Here are a few ideas to get you started.

- ❖ [Search Engine Secrets - How to Double or Triple your site Traffic.](http://www.lahelp.com/)

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

Want to learn how you can have over 20,000 hits to your site each month?

- ❖ **[Search Engine Tutorial](http://www.northernwebs.com/set)**
<http://www.northernwebs.com/set>
Great tutorial and information on how webmasters can raise positions at the various search engines.
- ❖ **[Deadlock.com](http://www.deadlock.com/promote/)**
<http://www.deadlock.com/promote/>
Mr Rhodes has updated his pages and they are an excellent resource for search engine placement information.
- ❖ **[Search Help.Com](http://www.searchhelp.com/sitereg/tips.html)**
<http://www.searchhelp.com/sitereg/tips.html>
A good article about improving search engine placement
- ❖ **[Search Engines](http://www.webreference.com/content/search/)**
<http://www.webreference.com/content/search/>
This is the best overall article that I have found on the net. It covers everything from how to query for the best results to how to get the best placement for your listing. Very useful for researchers and web promotion.
- ❖ **[Cnet](http://www.cnet.com/Content/Features/Dlife/Search/)**
<http://www.cnet.com/Content/Features/Dlife/Search/>
A good article on searching for and how to improve search engine positions or ratings.
- ❖ **[Inc.Com](http://www.inc.com/beyondthemag/online_entrepreneur/search.html)** http://www.inc.com/beyondthemag/online_entrepreneur/search.html
Another article from the online version of the zine. Good how to promote article featuring information on search engine placement.

Do's and Don'ts for Building Your Site's Link Popularity

By Robin Nobles & Brent Winters

Link popularity plays an important role in the visibility of your Web site. Without other sites linking to you, you're unlikely to climb to the top of the search results. In fact, some engines require at least one or more links coming to your Web site or they will drop you from their index.

Unfortunately, there are no free rides when it comes to building link popularity. It takes hard work and dedication, but it certainly is worth the effort. After all, how many poorly optimized sites have you seen that are in the top 10 rankings, when the only thing going for the site is a strong link popularity? Optimizing the content of your page with tools like WebPosition Gold's Page Critic is certainly critical, but you must combine this with link building.

So, let's look at some do's and don'ts to consider when trying building your link popularity.

Do's

- ❖ When you visit related sites, look to see if they offer guestbooks or forums. If they do, post a message, and include your URL in your signature.
- ❖ Concentrate on related and important links only. Sheer numbers are no longer important. What's important is that the more popular sites on the Web link to your site, as well as making sure that the links pointing to your site are relevant to your topic area.
- ❖ List your site in one or more of the major directories such as Yahoo!, Looksmart, and Open Directory Project. Open Directory is free, so it's a good place to start. Also, see if your site is relevant to a particular About.com area,

and submit it to the guide. [WebPosition's Page Critic](http://www.webposition.com/product.htm) <http://www.webposition.com/product.htm> provides good tips for getting the most from your directory submissions.

- ❖ Visit [Link Popularity Check](http://www.linkpopularitycheck.com/) <http://www.linkpopularitycheck.com/> and search for your competitors. Start visiting the sites that are linked to your competitors, and write to see if they'll consider linking to your site.
- ❖ Create a list of links before you ever contact sites for linking purposes. If the company sees that you've already added their URL to your list of links, they'll be more apt to add your link on their site in return. Again, concentrate on related links only.
- ❖ Consider what other fields are related to your particular industry and concentrate on getting links from those areas. You won't want to add competing sites to your link page, but you probably won't mind adding links to sites that aren't direct competitors. For example, if you have a site that sells needlework kits, you won't want to list other sites that sell needlework kits. However, you probably won't mind linking to sites offering related products, such as sewing baskets, books on needlework, or online sewing classes.
- ❖ Consider setting up separate theme-oriented domains and link all of your domains together.
- ❖ Offer a discount on your goods or services for anyone who agrees to post a small graphic on their site that links back to your site.
- ❖ Create a testimonial page, and write a brief testimonial about any Web site that you'd like to get linked to your site. Inform the site of the testimonial, and encourage them to link to the page.
- ❖ Or, write testimonials of particular products, and sign the testimonial with your name and URL. Send the testimonials out to the individual companies, and tell them how much you've enjoyed using their products. Many companies will place testimonials in particular areas of their site, and they're delighted to get rave reviews about their products.
- ❖ Offer awards on your site, and give out little graphics that link back to your site.
- ❖ Set up an affiliate program, which is an excellent way to boost link popularity. [AssocTrac](http://www.marketingtips.com/assoctrac/t.cgi/29916/) <http://www.marketingtips.com/assoctrac/t.cgi/29916/> is a good example since you host it on your own server. Affiliate services that require your affiliates to link to their server will not help your link popularity rating.
- ❖ Visit the Reciprocal Linkage Topics area of [Webmaster World](http://www.webmasterworld.com/forum12/index.htm) <http://www.webmasterworld.com/forum12/index.htm> forums and look for new ideas for building link popularity
- ❖ Become a content provided in your focus area, and get your articles posted across the Net in related areas.
- ❖ Are there any professional organizations related to your industry? If so, do they have pages of links?
- ❖ Develop a plan for boosting link popularity, and then stick to it. Pledge to get so many new links a week. Consider hiring a high school or college student at minimum wage to work for you, if needed.
- ❖ The best link analysis tool on the market is [Optilink](http://www.optitext.com/opti_link) http://www.optitext.com/opti_link. It will analyze your own Web site's complete linking structure along with your competitors and show you exactly what areas you need to work on. While exchanging links with popular sites is important, be aware that with Google, the more outgoing links you have, the more your link popularity score may be reduced. Therefore, links to your site are more influential when you do not have to link back.

Don'ts

- ❖ Don't participate in link exchange programs or link farms. Google will ban sites that participate in link exchange programs, and many of the other major engines have also expressed their dislike of artificially created link popularity.
- ❖ Don't make the mistake of thinking that link popularity isn't important or necessary. High link popularity combined with some basic keyword optimization is sometimes all it takes to achieve top rankings. It's crucial, in many cases, to the success of an online business.
- ❖ Don't use redirects on those sites pointing back to your main site if you create separate theme focused sites for the purpose of boosting link popularity. Rather, create a mini site at the new URL with several pages of good, solid content, and then visibly link back to the main site.
- ❖ Don't share the same IP address for each domain if you interlink multiple domains that you own. All domains should have unique IP's.
- ❖ Don't bother with free-for-all pages. Many bulk submission products submit to these. Generally the only thing these pages will guarantee is an increase in spam email if you participate.

In Conclusion

Devote some time and energy to the building of a solid link popularity for your site. Not only will it help your site in the rankings, but it will more than likely increase your traffic as well.

Who's been going to my web page?

You put plenty of time and money into your web page. How do you know if it's being used? Using an access counter will tell you this and much more. So how do I get a counter?

Method 1: See if there's a counter program on your server already
Check with your system administrator about the availability of a local counter for your page. If you're lucky, there's a counter program set up for you to use. Your system administrator can tell you how to set your page up for it.

Method 2: Get a FREE one!
Get a free one! The web is full of very nice free counters. Some of them contain ads, that's why you don't have to pay for 'em, someone else already has! There are plenty more that don't have any ads or have ads small enough that it doesn't take away from your page.

What is a Hit?

Counters measure the traffic to your site in a few different ways.

Two of the most popular ways:

- ❖ Hit - (1) Also called a *page hit*. The retrieval of any item, like a page or a graphic, from a Web server. For example, when a visitor calls up a Web page

with four graphics, that's five hits, one for the page and four for the graphics. For this reason, hits often aren't a good indication of Web traffic (2) Any time a piece of data matches criteria you set. For example, each of the matches from a Yahoo or any other search engine search is called a hit.

- ❖ **Page view** - A Web page that has been viewed by one visitor. Page views are often used in online advertising, where advertisers use the number of page views a site receives to determine where and how to advertise.

Counters vs Log File Analysis

Counters are generally a poor and inaccurate way of measuring the usage of web sites. Counters tend to be popular as they are easy to install and require less understanding of the inner workings of web sites to use. However the information that they provide is next to useless in the planning and optimizing in a web site. Counters perform, as their name implies, to count the number of times that a page has been downloaded to someone's computer. To understand the reason why this is a poor way of measuring a web site it is necessary to understand what information is important to record and measure and what the resulting information is good for.

In establishing a web site, most site owners are concerned about the traffic that they are receiving on their site. As web sites are a costly resource in time and money, it is reasonable that the people maintaining and developing them want to see some return on their investment. This need to effectively target the development on where it is needed requires some insight as to how people are actually using their site. Web sites are, as we well know, a series of individual pages and resources that have interrelationships with each other. These interrelationships cause a visitor to a web site to request more than one page within a web site during their stay. The path that they take throughout their stay at the site is one of key importance in the optimization of a web site. What pages did they visit, where did they go to, where did they leave are all important questions that require answers.

The primary reason that counters are not very useful is that they focus on the individual page level and do not correlate the information into a bigger view of the traffic through the web site. As such they do not really allow great insight into user behavior on the site. Basically a counter works by placing an image, usually the actual counter symbol on the page that causes a CGI program to increment a single counting file by one number. More recently there have been a number of free and commercial services that host these counters on their servers and allow others to use them on their site. These also tend to be focused on the page level and as such give you an aggregated total of the number of times that the page has been requested. This is mostly useless information and may lead to you to believe that your site is more popular than it really is.

As the owner of a web site it is important to gather trends in users activities on a web site, if for instance you discovered that there was a substantial imbalance between the number of people that visited your front page and the number of people visiting subsequent pages, remembering of course that there are more subsequent pages than main ones, then you would have cause for concern that people did not find your site enticing enough to actually enter it. Just having the counter would just give you the overall number of times that the page had been requested and the route of the user after that point would be lost information.

It needs to be said though that site traffic statistics are not an accurate science as there are many variables that get in the road of an accurate picture being developed, however they are substantially better than the basic counter. Also having the actual count on the web page is a clear indication of an amateur web site as very few professional sites include these any more, think of the message that you are trying to send and see whether a counter is really a part of this. Other services that use a free counter can suffer from delayed responses due to a congested service.

Log file analysis on the other hand allows greater insight into the traffic on the web site. Some of the tools report on common pathways through the site, where people left the site, number of errors encountered by users, etc. If you are not analyzing the log files to understand your web site's usage, you're flying blind; a bit like running a direct mail campaign and then not evaluating the results.

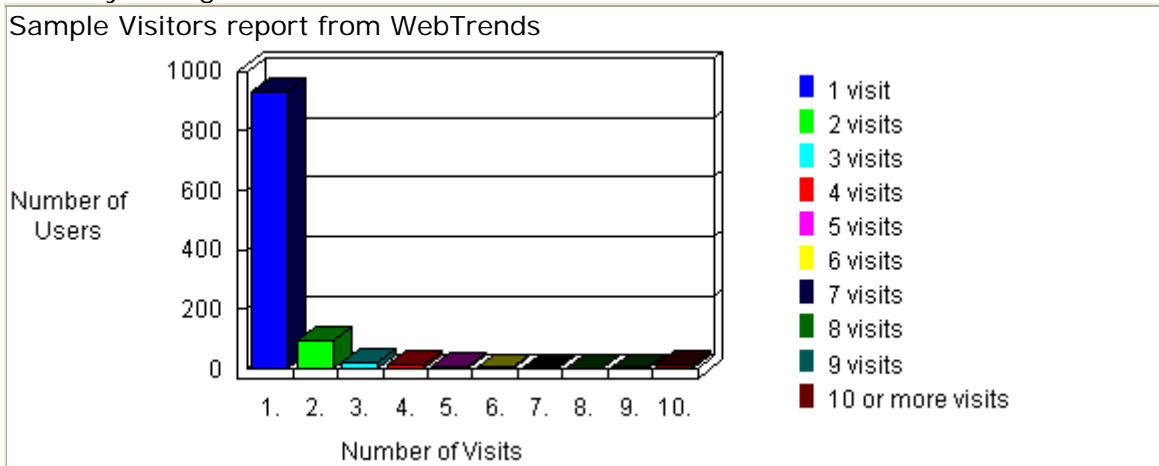
So what is in the log files ?

There is a record for each web page load, including the web page address, time stamp, visitor identifier, and usually the address of the previous page (called the referrer).

From this data it is possible to generate information on

- ❖ which search engines / other websites are providing you with visitors
- ❖ which search engines/other websites are providing you with visitors
- ❖ which words and phrases people are using on the search engines to find you.
- ❖ statistics for each page including how long each page was viewed
- ❖ top entry pages for the site
- ❖ top exit pages for the site
- ❖ the most popular navigation routes through the site
- ❖ ... and much more.

Your ISP(Internet Service Provider) should be able to give you information on how to access your log data.



Few repeat visitors, so the site manager needs to ensure that the site contains useful content and that it is regularly added/kept up-to-date.

Software is available to process log data ranging from a free product such as [Analog](http://www.wynsoft.co.uk/logs/#Analog#Analog) <http://www.wynsoft.co.uk/logs/#Analog#Analog> for basic reporting up to products such as [Webtrends](http://www.wynsoft.co.uk/logs/#Webtrends#Webtrends) <http://www.wynsoft.co.uk/logs/#Webtrends#Webtrends> (have to purchase) which provides comprehensive reports on every conceivable aspect of website usage.

You might say this is all very interesting but how is going to help my business? The answer is that you can measure the success of your website in the following areas:

- ❖ Visibility - how are people finding your site?
- ❖ Navigability - are people finding their way from one page to another?
- ❖ Usability - is it easy to use?

Free Web Traffic Analysis Services

TheCounter.com <http://www.thecounter.com/>

The counter provides free tracking services to its members. By placing a small image on your web site they will tell you information such as when your visitors came, from where and by using what browser. If you are just experimenting with Web traffic analysis you can't go wrong with TheCounter.com.

The Hitometer <http://www.hitometer.com/>

The free Hitometer service offers an extensive choice of counters, and reporting of URL statistics, such as how many visitors visit your site per day, month and year. You can receive your reports online, or have them sent to your email.

EXTReMe Tracker <http://www.extreme-dm.com/tracking/>

The eXTReMe Tracker is a free service that offers comprehensive real-time reporting with no limit on the amount of traffic that you receive on your Web site. It is capable of tracking your visitors' geographic location, their domain, email address, the browser that they are using, and much more. The eXTReMe Tracker is a very comprehensive service that is completely free.

WebSideStory <http://www.websidestory.com/>

Web Side Story's HitBox is designed for ad supported, personal, or e-commerce sites. Capable of developing user profiles, tracking which sites refer your visitors to your site, and how much traffic you receive on a daily, monthly, and annual basis. HitBox can also track how your visitors navigate around your Web site, which can help you in customizing your Web site to your viewers needs.

SuperStats.com <http://www.superstats.com/>

SuperStats.com is a free service that allows you to retrieve real-time statistics for your web site 24 hours a day, 7 days a week. Find out who's visiting your site, how they found it, and when they were there.

Pagecount <http://www.pagecount.com/>

They provide you with a free graphical page counter that shows how many times your page has been viewed. Their statistics show how many people viewed your page, a breakdown of page views by date, day, and time, a list of where the requests for your page originated. This sounds fantastic, but the only catch is that you must display one of their banner ads on every page of your site that contains the counter.

AccessWatch <http://www.accesswatch.com/>

AccessWatch is open source shareware. AccessWatch generates browser statistics, referrer, page views and other web site traffic statistics.

[Merlet Webmasters Guide to Web Site Creation](http://www.merlet.com/counters2.htm) <http://www.merlet.com/counters2.htm>

This site contains links to over 140 sites offering Web Page Counters and Stats Pages

Web Traffic Analysis Services

CoolStats <http://www.coolstats.com/index.html> is a remotely hosted tracking service. Their servers perform all tracking and reporting functions.

Web Traffic Analysis Education

[Demystify Your Log Files:](http://www.builder.com/Servers/LogFile/index.html) <http://www.builder.com/Servers/LogFile/index.html>

This article written by Olufemi Anthony explains in detail how your log files produce traffic analysis data. Although this article was written in 1998, it goes over different terminology, and gives descriptive examples that can help you to understand what exactly goes on in your Web servers log files.

[There's Gold in them there log files:](http://www.wdvl.com/Internet/Management/index.html)

<http://www.wdvl.com/Internet/Management/index.html>

This article written by Charlie Morris touches on the different thing that your can interpret from log files when analyzed by Web traffic analysis software. It touches on different features that are available with different software.

Design Suggestion for tourism websites

- ❖ Pictures are used for visualization and preparation, and they are interesting and enticing. maps should be placed more prominently with the tourism sites and they need to be easier to find
- ❖ Text is another important element of tourism web pages. It is necessary for describing the destination, but too much text can be boring. It should be balanced with the other elements of the site, and should be legible.
- ❖ If sounds are included, such as narration, or music, they should be relevant. That is, they should add to the overall experience of the site, and should relate to the information being presented. However, the majority of people believe music and sounds are "very unimportant"
- ❖ Tools, such as distance calculators and currency converters have the ability to be useful elements of tourism web pages. Instructions regarding the use of tools should be provided, and every effort should be made to ensure that they work properly.
- ❖ Advertising on tourism web sites is common, but should be kept to a minimum. Pop-up ads, scrolling banners, and flashing graphics are annoying, obtrusive, can crash systems and turn visitors off! Any advertising should be tasteful, restrained, and relevant.
- ❖ Maps play an important role in online tourism marketing. They are important for such activities as visualization and learning, planning and decision-making, orientation and navigation. They are used in every phase of tourism, and are used before, during and after travel. Maps should be placed more prominently, they need to be easy to find.

On-Line Marketing

Check out [Susan Sweeney's dynamite Internet marketing and e-Business resources section](http://www.susansweeney.com/marketing.html) <http://www.susansweeney.com/marketing.html>. Here you will find great resources pertaining to the exciting topics of e-Business and Internet marketing.

At Mike's Marketing Tools, a highly qualified internet marketing expert gives you informative, straight-to-the-point reviews on a wide range of internet marketing tools for web marketers and webmasters. [Mike's Internet Marketing Tips](http://www.mikes-marketing-tools.com/marketing-tips/index.html) <http://www.mikes-marketing-tools.com/marketing-tips/index.html>

Links to other tourism websites Victoria County, Cape Breton & Nova Scotia,

- ❖ **Explore Nova Scotia** – Feed Back Form <http://explore.gov.ns.ca/feedback.htm>
- ❖ **CanadianEh!** Canadian Family Safe NetDirectory <http://www.canadianeh.com/>
- ❖ **AardvarkTravel.net** Travel Search Engine and Directory. A great site and listing is free! http://www.aardvarktravel.net/add_url.shtml
- ❖ **Travel Quest.** Free for specialty travel companies.....\$39.00 for accommodation providers. <http://www.travel-quest.co.uk/list.htm>

Requires you to be a member

- ❖ **BABTA (Baddeck Area Business Tourism Association)**
<http://www.visitbaddeck.com/>
- ❖ **Northeast Highland Chamber of Commerce**
<http://www.capebretonhighlands.com/>
- ❖ **Adventure Nova Scotia** - <http://outdoorns.com/outdoordirectory/add.cgi>

Getting users to continue to return to your web site

One of the first things to do is prepare yourself to successfully promote your pages. This is not limited to just including information in your web page, but also includes changing how you deal with those people who view your web pages. One of the most important things that you can do for your web site is to learn how to effectively promote your pages. This list provides just a few examples of the ways in which you can get users to continue to return to your web site.

Distribute Your URL.
This includes printed-media, advertisements, and your business card!

Cross-Fertilize.
Go to other web pages that relate to your subject. Obtain the e-mail address of the author. Tell the author that you like the page and describe yours. Agree to exchange links on your pages.

Include Your E-mail Address. Make your e-mail address available to get feedback on your pages. Users often help you keep the site current as well.

Respond Quickly to Inquiries. There is no better way to impress visitors to your web pages than to show them that they are the most important part of your web site.

Use Keywords.

Include keywords in your descriptions and on your home page for linking purposes.

See the information on [META Tags](http://oregonstate.edu/aw/promote/search/meta.htm). <http://oregonstate.edu/aw/promote/search/meta.htm>

Build an Honor Roll.

Have a section of your site showing the great things that other people are saying about your web site. Be sure to include any awards or recognition your site has received.

Make use of Newsgroups.

Go to newsgroups that pertain to your subject. Post short lists and articles no longer than a page on the newsgroups.

Periodically Change and Update your Information.

This is a great way to keep people coming back to your site. Include a time line with realistic launch dates for fresh content on your page. Update the "What's New" lists on your pages regularly.

Browser Bookmarks

A great way to get return visits to your web site is to encourage book marking. A bookmark is used to save the URL of a web page that you visit often. Bookmarks are also referred to as favorites in some browsers. When a web page is "bookmarked" the browser saves the web page's address. Then all that is needed to return to the site is a click on the browser's bookmark.

Here are some examples of how to describe bookmarking your web site:

Bookmarking in Netscape Navigator:

Bring your mouse to the top of your screen.

Click on the menu option labeled "Bookmarks".

Move the mouse down and select "Add Bookmark".

To view your Bookmarks, click on the "Bookmark" option again, and move your mouse down. You should see an item in the list containing the name of the page you bookmarked.

Favorites in Microsoft Internet Explorer:

Bring your mouse to the top of your screen.

Click on the menu option labeled "Favorites".

Move the mouse down and select "Add to Favorites".

To view your Favorites, click on the "Favorites" menu option again, and move your mouse down. You should see an item in the list containing the name of the page you bookmarked.

"12 Offline Ways of Promoting Your URL"

by Nikki Pilkington

So you have your website and you've done everything right on the web - search engines, classified sites, newsgroups, bulletin boards, link sites, mailing lists, etc etc

And now you think you've exhausted the possibilities of marketing your website and you can sit back and wait for the visitors to roll in, right?

WRONG!

Here are 12 extra ways to promote your website without even turning your browser on:

❖ NUMBER ONE:

Make sure that all of your staff know your website address. They know your telephone and fax numbers, they know your snail mail address - they should ALL know your web site address too. Make sure that any new staff have this information along with the usual contact details.

❖ NUMBER TWO:

Print your URL and email address on all letterheads, business cards & compliment slips, in the format <http://www.yourcompany.co.uk> This way everyone that you ever come into contact with has your web address.

❖ NUMBER THREE

Business closed for the day? Why not put up a sign - "Open 24 hours a day on the WWW - www.yourcompany.co.uk" Spooners Restaurant (<http://www.spooners.co.uk/>) did this and regularly get table bookings via email that they would usually have missed.

❖ NUMBER FOUR:

Include your URL in your answerphone, or line holding message. Let people know that they can find information/buy products/ enquire about services via the world Wide web.

❖ NUMBER FIVE:

Type your URL into your screensaver to remind staff of the address while they are on the telephone. This way even temping staff know the address

❖ NUMBER SIX:

When potential clients call for information about your company, ask them if they have Internet access and send them to your website. This means they can have the information immediately, without waiting for the postal system, and may help cut down on your postage bills.

❖ NUMBER SEVEN:

Look for unusual promotional items at holiday times - WWWtiepins or brooches, computer shaped cookies, Christmas cards on disks (with the obligatory link to your website) - the choice is endless and it all draws attention to the fact that your company is taking advantage of the latest technology.

❖ NUMBER EIGHT:

Why not swap leaflets with one of your clients and reach a whole new potential audience? Every brochure we send out features a leaflet/business card from one of our clients - a favor which they reciprocate.

❖ NUMBER NINE:

Magnetic car stickers featuring just your company name and URL help get you seen while you're out and about and can be a great conversation starter!

❖ NUMBER TEN:

Have t-shirts printed with your web address and logo - then give them out as prizes or promotional items.

❖ NUMBER ELEVEN:

If you're in a restaurant or hotel with a guestbook - sign it! And don't forget to leave your web address. These guestbooks are left in receptions all year round and people tend to browse through them while waiting.

❖ NUMBER TWELVE:

Make sure that any newspaper and other offline ads feature your URL prominently - don't hide it away in the small print!

TIPS AND TECHNIQUES

- ❖ Give Your Site a Tune Up! Find problems before your visitors do!
- ❖ Fix broken pages and links
- ❖ Get help with HTML tags
- ❖ Speed up your load time
- ❖ Test large sites
- ❖ Schedule automatic tests

You've worked hard getting your web page up and running. Now keep it running!

[NetMechanic: Power Tools for Your Web Site](http://www.netmechanic.com/) <http://www.netmechanic.com/>

Search Engine Listing

PART 1 : KEY PAY PER SUBMISSION ENGINES:

<http://www.yahoo.com/>
<http://www.looksmart.com/>
<http://www.lycos.com/>
<http://www.azoos.com/>
<http://www.mamma.com/>
<http://www.galaxy.com/>
<http://ask.ineedhits.com/> [askjeeves]
<http://ink.ineedhits.com/> [inktomi]
https://secure.whatuseek.com/col.whatuseek.com/cgi-bin/colsub.cgi?item__code=Standard+Submit
<http://www.sunsteam.com>
<http://www.machfind.com/urlsubmit> (\$2/each)
<http://www.allzone.com/registration.html>
<http://www.dobleu.com>
<http://doras.tinet.ie/Doras.nsf/AddSite>
http://www.linkopedia.com/submission/add_registration.html

PART 2 : OTHER TOP ENGINES & DIRECTORIES:

<http://www.google.com/>
<http://www.hotbot.com/>
<http://www.altavista.com/> [pay option]
<http://www.dmoz.org/>

PART 3 : SIGNIFICANT TRAFFIC YIELDERS:

http://www.alltheweb.com/add_url.php
<http://www.jayde.com/cgi-bin/addurl.cgi>
<http://www.aesop.com/cgi-bin/sub/submiturl.cgi>
<http://www.splatsearch.com/submit.html>
<http://www.scrubtheweb.com/addurl.html>

PART 4 : OTHER SEARCH ENGINES TO TRY TO ADD YOUR SITE TO:

<http://www.aeiwi.com/submit.html>
<http://www.blueballweb.com/AddURLSubmit.html>
<http://cozycabin.com/addsite.html>
<http://www.finaisearch.com/addurl.htm>
<http://www.findinfo.com/submit.htm>
<http://www.geniusfind.com/>
http://subjex.com/submit_url.html
<http://www.truesearch.com>
<http://www.ukplus.com>

<http://www.searchability.com/suggest.htm>
<http://www.searchengine.com>
http://www.stpt.com/?L=submit_form
<http://www.websearch.com.au/submit/>
<http://www.catcha.com.my/>
<http://www.caribseek.com/Suggestawebsite/> [Caribbean resort-type search engine]
<http://www.zsearch.net/addsite/>
<http://www.qango.com/>
<http://www.mosaique.net/>
<http://www.noago.com/add/>
<http://www.mirago.co.uk/regions/default.asp>
<http://pegasus-searching.hypermart.net/submit.html>
<http://www.searchhippo.com/addlink.php>
<http://www.rex-search.com/add/>
<http://www.cowleys.com.au/addurl.html>
<http://flashsearch.hypermart.net/links/>
<http://www.walhello.com/addlinkgl.html>
<http://www.searchking.com/>
<http://www.surfgopher.com/addurl.htm>
<http://af.orientation.com/>
<http://www.joeant.com/>
<http://linkmaster.com/>
<http://www.woyaa.com/>
<http://ke.orientation.com/>
<http://www.aardvark.co.za>
<http://www.clickafrique.com>
<http://www.marweb.net>
<http://www.internext.co.za>
<http://www.siftthru.com>
<http://www.jump.co.za>
<http://www.algeriainfo.com/>
<http://www.radaruol.com.br/> [click "Sugerir um site"]
<http://www.mexicoglobal.com>
<http://www.asiadragons.com>
<http://www.asiakeys.com>
<http://www.hyeguide.com>
<http://ar.caraygaray.com/>
<http://www.jadoo.com/cgi-bin/search.pl?Mode=AnonAdd>
<http://www.hindustan.net/>
<http://www.indiaspider.com>
<http://www.grippo.com/index.htm>
<http://www.malysiadirectory.com>
<http://search3.cari.com.my/newlinks/addlinks/>
<http://explorenepal.com/addurl/>
<http://www.owey.com/registersite.asp>
<http://planet-samoa.com/>

<http://www.yahoue.com>
<http://www.webbel.be/>
<http://nzexplorer.co.nz/addurl.html> [your URL needs to end w/ *.nz]
<http://www.virgilio.it/>
<http://www.rucity.com>
<http://www.seeksites.com/>
<http://rubriken.fireball.de/Suchengefundenwerden/anmelden.html>
<http://www.jubii.dk/>
<http://www.banglasearch.com/>
<http://www.polarsearch.com>
<http://nwi.ub2.lu.se/>
<http://bdsearch.hypermart.net/>
http://www.virtualazores.com/e_submete.html
<http://www.yoodle.ch/en/submit.asp>
<http://www.searchuk.com/>
<http://url.searchuk.com/index.cgi?>
<http://www.everydayuk.co.uk/submitsite.htm>
<http://www.cilmeri.co.uk>
<http://www.uk-now.co.uk>
<http://www.beocity.com>
http://www.yusearch.com/new_url.html
<http://www.krstarica.com/eng/url/>
<http://www.arabist.com/>
<http://www.arabbay.com>
<http://www.syriagate.com>
<http://www.infoplease.com/>
<http://www.winfinder.com/>
<http://www.gasta.co.uk/>
<http://www.oneworld.net/>
<http://www.cutedoggy.com>
<http://search.searchrunner.com/find/add.cgi?d=1>
<http://www.searchwiz.com/>
<http://www.britindex.co.uk/>
<http://www.bbc.co.uk/webguide/servlet/start>
<http://www.alcanseek.com/url/add.cgi>
<http://www.searcheurope.com/>
<http://search.egyptweb.com/addurl.shtml>
<http://www.kufta.com/pages/add.htm>
http://www.pyramidsearch.net/menu_category.html
<http://www.galway1.ie/addsite.html>
<http://www.niceone.com/>
<http://swift.kerna.ie/>
<http://www.beebuzz.com/>
http://www.cdnet.com/cgi-bin/hyperseek/add_url_list.cgi
<http://www.dukersearch.com/>
<http://flashsearch.hypermart.net/links/>

<http://www.gee-wiz.com/>
<http://www.need2search.com/>
http://www.njave.com/modules.php?op=modload&name=Business_Directory&file=index&func=catselect
<http://www.pengs.com/cgi-bin/search/hyperseek.cgi>
<http://www.seattlewow.com/>
<http://www.seekon.com/>
<http://www.webdata.com/webdata.htm>
<http://www.active-ss.com/>
<http://www.searchgoat.com/search.shtml>
<http://www.nawal.com/>
<http://www.thaiseek.com/>
<http://www.tuk-tuk.com/>
<http://www.katalog.sk/index.htm>
<http://www.northwalesindex.co.uk/forms/submit.html>
<http://www.scotland.org/>
<http://www.lebsearch.com/>
<http://www.viethoo.org/index.php3?add=top>
<http://www.seriousfun.co.nz/unearth/addurl.html>
<http://www.maung.com/>
<http://accessnz.co.nz/> *must be an .nz site
<http://www.wadou.com/gabon/>
<http://www.canadacentre.com/>
<http://www.pagemontreal.com/>
<http://www.bab-el-web.net/ajouter/>