

LESSON NOTES 20

Year/Level: 13 Subjects: Computer Studies

Strand:	CE 3 Application Packages
Sub-strand:	CE 13.3.1 Web Designing
Content Learning Outcome:	❖ Website Publicity and website Review

Lesson Notes

Website Publicity

- ❖ Advertising a site to increase the traffic to the site.
- ❖ Two ways to promote website are:
 - ✚ **Online Publicity** – encompasses promotional activity that occurs over the internet. The production of clear and concise content helps Search Engines to identify the subject matter of a website. This makes them much more likely to direct traffic to it.
 - ✚ **Offline Publicity** – encompasses promotional activity that does not occur primarily over the internet. These may include:
 1. Web site web address on all company stationery.
 2. Invite the printed media to review a website.
 3. Engage a public relations company for standard advertising, e.g. in a printed journal.

Website Review

- ❖ Monitoring the site at regular intervals to measure its success.
- ❖ The purpose of a review is to establish if Website Goals are being achieved and, if not, what corrective action is needed.
- ❖ In the first phase of the Development Cycle (Website Planning) we learned about SMART goals: Specific, Measurable, Achievable, Realistic and Timely.