

Year-End Wrap Up
Technology, Computers, Office Equipment, Telecommunications,
The Internet, Advertising and Public Relations

Online public relations pointers

By WILLY GISSEN

Radio took 40 years to reach 50 million users; TV 13 years; and the Internet four years. There are many ways to take advantage of this rapidly growing communications and information resource.

Publicity and press releases

Consider creating a separate page on your Web site just for reporters and editors.

Known as a media room, it should contain press releases, bios and photos of key executives, fact sheets and back-grounders on your company history, markets, products and services.

Do not e-mail unsolicited press releases to a long list of unknown reporters (spamming). When an editor does request a release by e-mail, do not send just as an attachment but cut and paste the release below three story-idea bullets and a hot link.



Gissen

These areas of the Internet include business and financial forums for many different industries and provide another promotional opportunity.

Newsgroups, message boards

Key directories for newsgroups are deja.com and reference.com. Message board sites can be found at CyberForums, Delphi Forums, Forum One, GeoCities (geographic targeting), iVillage (targeted at women) and Yahoo Chat!

Search engines

The most comprehensive search engine only covers 16 percent of the Internet.

Therefore, you must register your site with several search engines. Major ones include Inktomi, AltaVista, Excite, Google, Go, Northern Lights and Fast Search. BigHub.com incorporates several search engines.

Achieving a high rank in search engines listings (processed by algorithms) is called search engine optimization. Web site design rules and linking campaigns can help companies be listed ahead of their competitors. (A public relations company can provide advice in this critical area.)

Paid search services (such as GoTo.com) allow you to bid for a high ranking (generally from 1 cent to about a dollar) in a category. Every time someone clicks on your listing, you pay the bid. You may submit a spending cap for your protection. Visit searchenginewatch.com for more information.

Directories

Directories accept or reject sites according to human editors so optimization techniques do not work. Major directories include Yahoo, Open Directory, LookSmart, Snap and Go Guides.

You may want to purchase a bolded listing in the Yahoo Yellow Pages.

Online communities

Online communities provide home-steading; that is, members are provided with the tools to create their own Web sites and organize sites by topic. The Geocities and Tripod communities are among the 10 most visited domains on the Internet. They provide new prospects and potential publicity sites for many fields.

Other pointers

1. Trade shows for different industries may be researched at tscentral.com. Con-

ferences may be explored at conference-tracker.com.

2. About.com offers expert guides in many different fields for Web surfers to consult. You may apply to be a guide in yours.

3. www.opinions.com will allow you to post unbiased opinions on business and personal matters. The writer is paid by the number of people who click to review the opinion. You may want to monitor the loca-

tion.

4. Dow Jones provides monitoring and clipping services over the Internet at djtinteractive.com. Specially designed online monitoring software such as Web Compass or Copernic may be purchased.

Willy Gissen is an account supervisor at Levin Public Relations & Marketing in White Plains (www.levinpr.com).

WESTCHESTER COUNTY
BUSINESS JOURNAL
12/6/99

Westchester's
Premier
Business Center!



Suite Solutions

15%
Brokers
Welcome!
Referral Fees

- Brand New Furnished Offices
- Free Parking
- High Speed Internet Access
- 24-Hour/7 Day Access
- Long & Short Term Contracts
- Professionally Trained Staff
- Flexible Commitment Terms
- Conference Facilities

75 South Broadway, 4th Floor, White Plains, New York 10601
Phone: (914) 302-4000 • Fax: (914) 302-4111
www.suitesolutions.com

Address Your Success!

Grow Your Business On The Web!

Website Design • Low Cost Hosting
Internet Marketing • Press Release
Tech Support • Banner Advertising
Website Consultation • Logo Design

