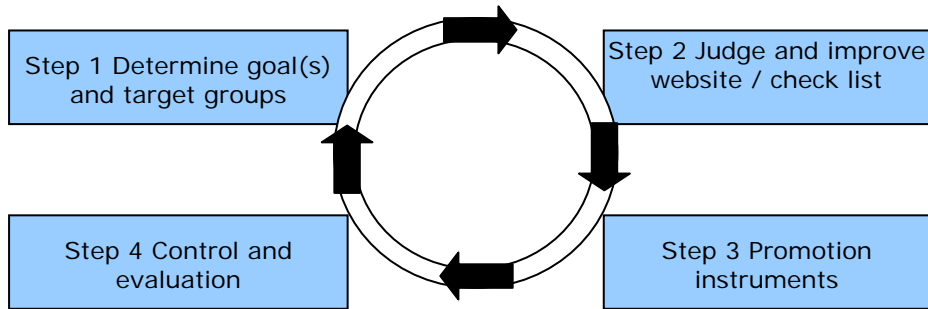


Control and evaluation



YOUR WEBSITE PROMOTION PLAN

Your final challenge: define your own website promotion plan for your own website. This is your opportunity to practise everything you have learned! In the cases you already have learned

- That determining website goals and target groups is very important;
- How to evaluate and improve the usability of your website and
- How to put search engine marketing and pageranking in practice.

1 Other promotional instruments

There are some more promotional instruments available to promote your website. Fill out the scheme below and determine for yourselves whether each mentioned promotional instrument is useful for the promotion of your (future) website.

	E-mail	Signature line	Testimonials	Marketplaces/ Trade leads	Viral marketing	Google AdWords
Useful: yes/no?						
Remarks						

0 Which other promotional instruments will you use?

.....

2 Control and evaluation Step 4

0 Go to www.onestat.com, a good counter for your website. Hit 'demo' and then 'demo' (left side, under 'free services'). Have a look at the possibilities.

0 Which visitor information do you need for the control and evaluation of your website?

3 Action plan

Now it is time for your action plan! Please fill out all actions you would like to take in order to optimise the promotion of your own website.

Action	Points to consider	Finished (date)	Person (s) responsible	Budget	Hours
STEP 1: website goals					
STEP 2: website check					
STEP 3: instruments					
a)					
b)					
c)					
d)					
STEP 4: control and evaluation					

We wish you many visitors to your website!