

# PR ON THE INTERNET



# PR ON THE INTERNET

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# PROs & CONs

- ✓ Relatively cheap
- ✓ May use all kinds of channels
- ✓ Gives a perfect chance for two-way communication
- ✓ Highly credible
- ✓ Easy tool for communication btw strangers
- ✓ Immediate & anonymous

- ✓ PASSIVE
- ✓ Perfect tool for dirty PR (credible, anonymous, immediate)
- ✓ Strangers: starts functioning without control
- ✓ No way to delete info

# BASIC INTERNET RESOURCES

- ✓ Web sites
- ✓ Social networks
- ✓ Browsers/  
search engines
- ✓ Portals



# TYPES OF INTERNET RESOURCES

## web sites

- ✓ Visit-card-type web site
- ✓ Promo web site
- ✓ Corporate/ official web site



# TYPES OF INTERNET RESOURCES

## inner use

- ✓ Corporate media (part of web site/ intranet)



# TYPES OF INTERNET RESOURCES

## community resources

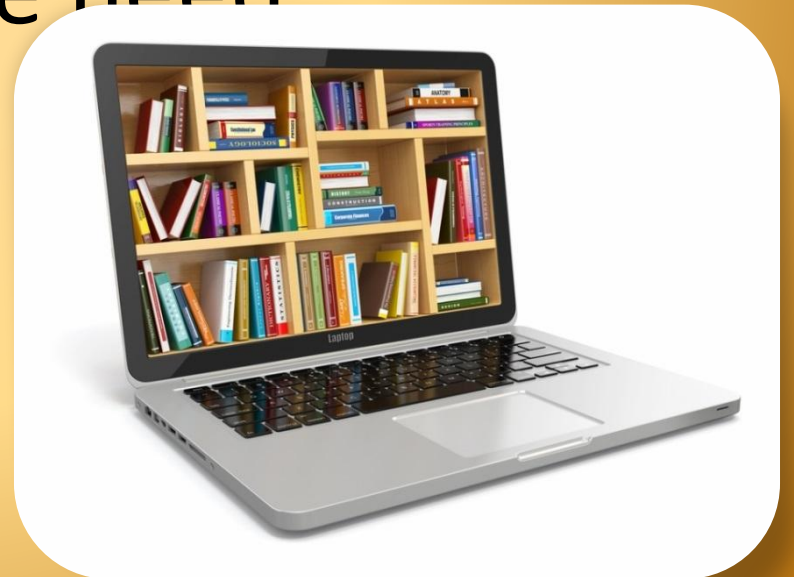
- ✓ Blogs
- ✓ Social networks
- ✓ Chats & forums
- ✓ Reviews



# TYPES OF INTERNET RESOURCES

## other

- ✓ Libraries, dictionaries, maps, games, porn, etc.
- ✓ Web site to serve the need of other resources (catalogues, ratings, archives, etc.)





# ADVERTISING ON THE INTERNET

## Google bombing

- *More evil than satan himself* («большее зло, чем сам сатана») Microsoft website

All these measures help banks to adopt fast changing banking technology and provide the best banking solutions to the private organizations. It is also helping them to connect with their customers in a more personal way. In fact, banks have empowered themselves to effortlessly offer a wide range of financial services, insurance, investments, mobile banking accounts as well as credit cards. Banks also offer a variety of services through the adoption of newly emerging technologies. FST Media provides a wide range of services through the adoption of newly emerging technology conferences, financial and insurance and wealth management sectors across the globe. FST Media provides experience in conference production, journalism and business development, FST Media provides financial services executives.

Ads by Chitika

**Best Local Banks**  
Compare Today's Best CD, Mortgage  
Oregon.Bankrate.com

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# PROMOTION ON THE INTERNET

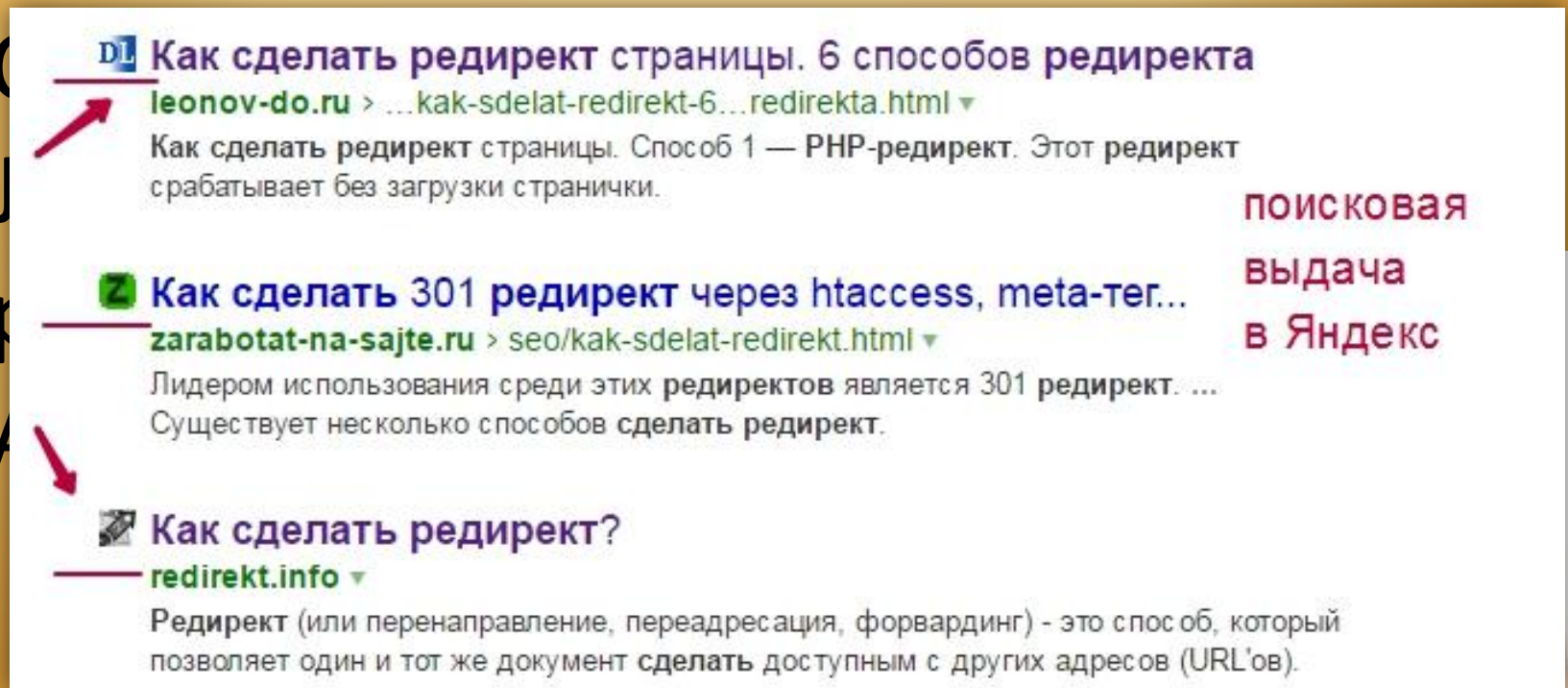
- ✓ Likes and reposts for a discount
- ✓ Press releases
- ✓ Online conferences/activities



# PROMOTION ON THE INTERNET

✓ Visit exchange systems

✓ Search optimizing



The screenshot shows a search engine results page with three entries. The first entry is titled 'Как сделать редирект страницы. 6 способов редиректа' from leonov-do.ru. The second entry is titled 'Как сделать 301 редирект через htaccess, meta-тег...' from zarobotat-na-sajte.ru. The third entry is titled 'Как сделать редирект?' from redirekt.info. A red arrow points to the first entry, and another red arrow points to the third entry. On the right side of the screenshot, the text 'поисковая выдача в Яндекс' is visible.

**DL** **Как сделать редирект страницы. 6 способов редиректа**  
leonov-do.ru > ...kak-sdelat-redirekt-6...redirekta.html ▾  
Как сделать редирект страницы. Способ 1 — PHP-редирект. Этот редирект срабатывает без загрузки странички.

**2** **Как сделать 301 редирект через htaccess, meta-тег...**  
zarobotat-na-sajte.ru > seo/kak-sdelat-redirekt.html ▾  
Лидером использования среди этих редиректов является 301 редирект....  
Существует несколько способов сделать редирект.

**Как сделать редирект?**  
redirekt.info ▾  
Редирект (или перенаправление, переадресация, форвардинг) - это способ, который позволяет один и тот же документ сделать доступным с других адресов (URL'ов).

поисковая выдача в Яндекс

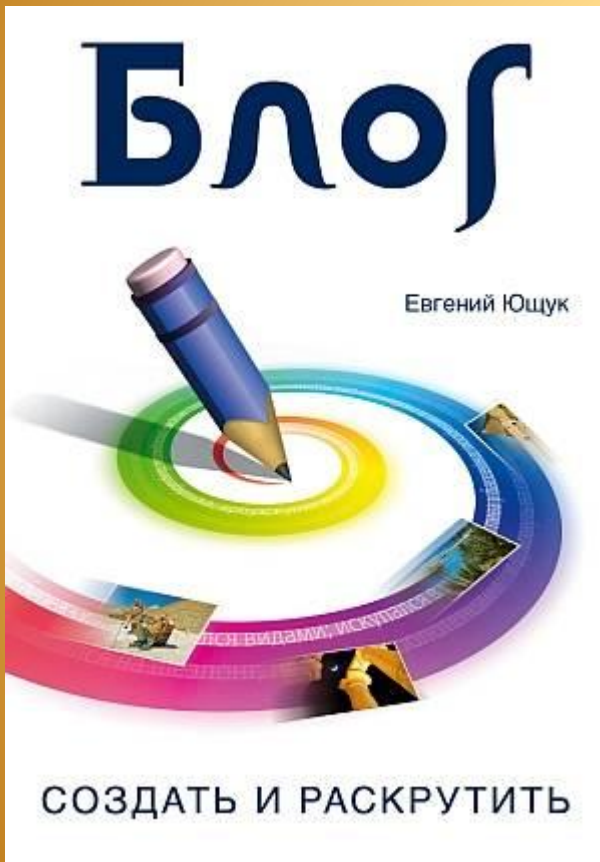


# DIRTY METHODS

- ✓ Spam
- ✓ Spamdexing (cloaking, doorways, code swapping)
- ✓ Messages in forums or social networks
- ✓ Typescwatting
- ✓ Quotation spam
- ✓ Pop-up windows



# BOOKS TO READ



СОЗДАТЬ И РАСКРУТИТЬ

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