

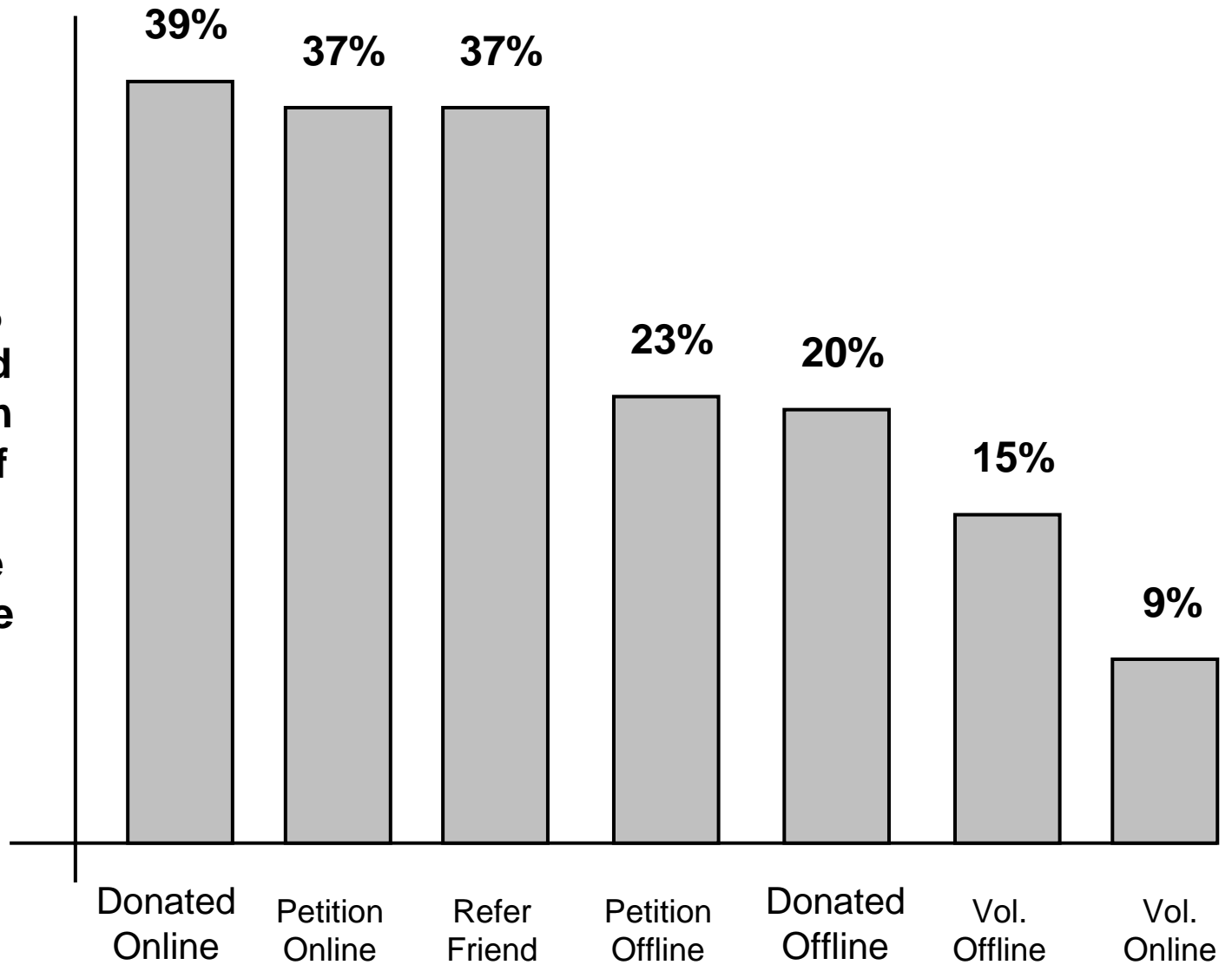
Sue Fidler

sue@suefidler.com

07889 350285

Why is the web so important

**More than 50%
said they would
NOT have taken
further action if
they had NOT
first visited the
charity web Site**



Top tip:

**Make sure everything you
do is on your website...**

Free Media Opportunities Online

Standard online marketing

PR - Link to offline

- Send PR to online agencies, papers etc
 - don't assume offline pass it along)

Banners

- Expensive
 - have you got any corporates who can help

List Buying

- Expensive
 - not proven to work

Alternative online marketing

News, PR and web-watchers

- Build a list of
 - online newspaper contacts
 - find online contacts in your arena
 - local radio and TV
 - web-watchers:
 - best sites
 - funniest sites
 - specialist sites

webreviews.co.uk

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webproperty

- Preparation & Moving
- Buy, Rent, Sell or Let
- Mortgages & Advice
- Household & DIY
- Commercial & Overseas
- News, Utilities, Bills



webtravel

- Summer Holidays
- Winter Holidays
- Flights
- Short Breaks
- Insurance, Weather, News & Guides
- Transport & Maps



webentertainment

- Events & Tickets
- Short Day/Weekend Break
- Restaurants
- Bars, Pubs & Clubs
- TV, Cinema & Film
- Web Fun Stuff



webmoney

- Banking
- Loans & Mortgages
- Share Dealing/Entrepreneur
- Tax & Financial Advice
- Jobs & Training
- Insurance



webshopping

- Highstreet Stores & Bargains
- Music, DVD/Video & Books
- Forgive Me! & Gifts
- Motoring
- Gadgets & Technology
- Food & Drink



webinformation

- Sports News
- Health & Sports Clubs
- Newspapers
- Gossip & Magazines
- Directories & Dictionaries



Google Search

designed by



[Directory](#) | [Submit Site](#) | [Free Advertising](#) | [Sign In](#)

BOTW Category Sponsorship

Sponsorship Benefits:

- FREE ADVERTISING FOR 60 DAYS!
- Front & Center Category Placement.
- Also featured in BOTW Search Results.
- Exclusivity. Only Three Sponsors per category.
- Easy online account management.

Additional Opportunities:

[Blog Directory](#)[Adult Directory](#)

Free Online Advertising - 60 Day Free Trial

The BOTW Category Sponsorship program allows webmasters the opportunity to enhance their online visibility with free Internet advertising. Your sponsorship is displayed at the top of a relevant directory category of your choosing as well as alongside Best of the Web search results. Your first Category Sponsorship is FREE for 60 days and then bills monthly thereafter.

How to Get Started

- ▶ **Pick your category:** Find a category that you feel is most relevant to the content of your site, or that attracts a customer demographic you wish to reach. Available sponsorship opportunities are highlighted in Yellow. Click the "*Sponsor This Category*" link in the preferred category.
- ▶ **Choose Plan:** Continue to Step One and choose the top, middle, or bottom sponsorship slot.
- ▶ **Enter Info:** Provide a title, description, URL, and search keywords. In order to set up your 60 Day Free Trial Sponsorship, you will be required to provide your personal and billing information. Upon sponsoring a category you may log into your account to check the status and request updates. All sponsorships will appear in the directory within a few hours.

[Choose a Category](#)

TOP TEN WEBSITES

The following top websites have been recommended by Schoolsnet's Community Leaders, who are experienced teachers working primary and secondary schools across Australia. To wish to share with colleagues please send them to us in the [Education Team](#) at Schoolsnet. We would like you to annotate the submission and give the site a rating from the

★ have a look ★★ interesting ★★★ good site to bookmark ★★★★ a must bookmark ★★★★★ an essential web resource

| [April](#) | [May](#) | [June](#) | [July](#) | [August](#) | [September](#) | [October](#) | [November](#) | [December](#) | 2001

| [January](#) | [February](#) | [March](#) | [April](#) | [May](#) | [June](#) | [July](#) | [August](#) | [September](#) | [October](#) | [November](#) | [December](#) | 2002
[Science](#) | [Reading](#) | 2003

Top Secondary Websites April - June 2001

★★★★★

[State Library of NSW student Pages](#): Services to schools include Infocus, an HSC support service providing magazine and newspaper articles, realia, photos etc; Infoquick, the index to the Sydney Morning Herald; InfoKoori, an index of Australian indigenous affairs; and the Legal Information Access Centre. K10-12

★★★★★

[World School](#)

Years 5-6, and 7-12, with emphasis on higher years. WorldSchool has recently been taken over by Curriculum Corporation, and is moving to an Australia-wide focus. Specially tailored for Senior subjects with a large enrolments, World School contains:

- QMATs (Questions with Model Answers)
- Wordbank (definitions)
- Infobank (Encyclopedia-type information)
- Linkbank (internet links, topic-based)

Best way of finding out what is on WorldSchool is a Directory

Top Primary Websites April - June 2001

[Space Day](#): The goal of Space Day is to advance science, math, and education and to inspire young people to realize the vision of our space website designed to give students a glimpse of what it is like to live in space. This site is designed around 'Space Day' which is being held on 'May 3rd'. This site gives students the possibility of participating in webcast from USA. Viewers can participate in live polls and quizzes and questions of the guests via e-mail. This year, students can also post a webcast guests in advance on the Space Day discussion board at <http://www.epals.com/forum/spaceday/forum.e> and log on to the webcast the answers in real time. The teachers section has some great information to other sites about Space. K5-6

★★★★★

★★★★★

[Nasa Website for Kids](#): A variety of different aspects of Space created K3-6

★★★★★

[Cyberkids](#): A site created by kids for kids. You can play games, chat Cyberkids, post messages, read stories and poetry written by other Cyberkids. You can submit your own work to be published on Cyberkids. K3-6

"Cool Site is the original and still the best." -- Yahoo! Internet Life



More Cool Stuff...

- [Today's Cool Site in your E-mail](#)
- [Ringtones](#)
- [Watch TV on Your PC](#)
- [Email Faxing](#)
- [Broadband Phone Service](#)
- [Music on the Web](#)
- [Promote Your Web Site](#)
- [Get A Degree Online](#)
- [Must See Video](#)
- [Cool Site Archive](#)
- [Random Cool Site](#)
- [Add the CSotD Trophy to Your Site](#)
- [The Ripple Effect of CSotD](#)
- [Home](#)

Be Your Own CEO Without The Stress Of...

A simple hybrid business model that is proven over and over to produce C level...

www.1WayToTheTop.com

0% Business Credit Card Offers

Compare Credit Card Offers with 0% APRs, Cashback Rewards and Frequent Flyer...

www.creditcards.com

Try WebEx Web Conferencing Free

WebEx online meetings and web conferencing solutions: Meet colleagues online, host...

www.webex.com

Google™

Search

[About](#) Cool Site of the Day - [Privacy Policy](#)

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<http://www.coolsiteoftheday.com/frindex.html>

Internet

Alternative online marketing

cheap search placement, 'buzz' marketing

- www.ineedhits.co.uk
- www.jayde.com
- www.wpromote.com
- www.enhance.com
- www.mixcat.com

- www.dmc.co.uk
- www.b3ta.com

Alternative online marketing

Photo sites

- www.flickr.com
- www.kodakgallery.com
- picasa.google.com
- www.photobox.co.uk
- www.shutterfly.com
- www.picturetrail.com

Alternative online marketing

Topical marketing:

- discussion boards
- email newsletters
- affiliate sites
- local groups
- amateur specialists
- regional and community groups

Alternative online marketing

Topical marketing:

- list topical keywords and phrases
- volunteer search
- build a spreadsheet

URL	Site Name	Contact Email	Telephone Number
http://www.greenchoices.org/	Green Choices	info@greenchoices.org	
http://www.greenshop.co.uk/	The Green Shop	enquiries@greenshop.co.uk	
http://www.greenfutures.org.uk/aboutus/default.asp	Green Futures	post@greenfutures.org.uk	
http://www.green-alliance.org.uk/greenalliance1.asp	Green Alliance	ga@green-alliance.org.uk	
http://www.greenconsumerguide.com/	Green Consumer Guide	contact@greenconsumerguide.com	+44 (0) 191 2759777
http://www.green-business.co.uk/	The Green Tourism Buisness Scheme	gtbs@green-business.co.uk	01738 632162
http://www.greenpeople.co.uk/	Green People Organic Lifestyle	organic@greenpeople.co.uk	
http://www.greenguide.co.uk/	Green Guide Online	mailto:editor@greenguide.co.uk	+44 (0) 1945 461 452
http://www.nef.org.uk/greenenergy/index.htm	The National Energy Website	mailto:kathy.wyatt@nef.org.uk	01908 354538
http://www.greenstat.co.uk/	The Green Stationary Company	mailto:sales@greenstat.co.uk	44(0)1225 480 556
http://www.gooshing.co.uk/	Gooshing Uk	ecosponsorship@gooshing.org	+44 (0)207 229 2056
http://www.alotoforganics.co.uk/cats/gifts.php	A lot of organics	mailto:contact@alotoforganics.co.uk	0845 094 6498
http://www.co2balance.com/home.php	co2 balance		01823 430852
http://www.climatecare.org/	Climate Care	mailto:mail@climatecare.org	+44 (0)1865 207 000
http://www.co2captureandstorage.info/	CO2 capture and storage	mailto:mail@ieaghg.org	+44 (0)1242 680753
http://www.smmco2.co.uk/co2search2.asp	CO2 Emissions Data	mailto:CO2@smm.co.uk	+44 (0)20 7235 7000
http://www.cru.uea.ac.uk/	Climatic Research Unit	mailto:cru@uea.ac.uk	44-1603-592722
http://coinet.org.uk/	Climate Outreach and Information Network		+44 (0)1865 727911
http://www.coolkidsforacoolclimate.com/	Cool Kids for a Cool Climate	coolkidsforacoolclimate@yahoo.co.uk	
http://www.theclimategroup.org/index.php?c=1	The climate Group	mailto:info@theclimategroup.org	+44 (0)1483 719400
http://tiki.oneworld.net/global_warming/climate_change_for_kids	Climate change for kids	tikithepenguin@oneworld.net	
http://www.frontier.ac.uk/	Frontier	mailto:info@frontier.ac.uk	020 7613 2422
http://www.carbontrust.co.uk/default.ct	The Carbon Trust	mailto:customercentre@carbontrust.co.uk	0800 085 2005
http://www.carbonfootprint.com/	Carbon Footprint	info@carbonfootprint.com	
http://www.carbonneutral.com/	The CarbonNeutral Company	mailto:enquiries@carbonneutral.com	+44 (0) 20 7833 6000
http://www.lowcarbon.co.uk/	Low carbon Network		44 (0) 7974 122770
http://www.whatyoucando.co.uk/?gclid=CN7	What you can do	mailto:info@whatyoucando.co.uk	
http://climatesure.co.uk/?gclid=CMqu6ZSto	climate sure	mailto:enquiries@climatesure.co.uk	

Alternative online marketing

Topical marketing:

- list topical keywords and phrases
- volunteer search
- build a spreadsheet
- divide by topic and type
 - subject/interest area
 - website/discussion forum/email list
- send them an email
 - ask them if they could support you:
 - add to their site
 - put in their e-newsletter
 - add to their offline news
- give them a toolkit
 - provide logo, copy, images, banners



If You Care, Count

468 X 60 (15 KB)



If You Care, Count

468 X 60 (15 KB)

Avatars



80 X 80 (2 KB)



80 X 80 (2 KB)



80 X 80 (2 KB)

Email copy and templates

[Plain Text »](#)

[Logo \(HTML\)»](#)

[Full design \(HTML\)»](#)

Press Release

[view press release »](#)

Logo files (EPS)

[Logo \(Pantone Colours\) »](#)

Sue Fidler

sue@suefidler.com

07889 350285