



Information diffusion

Information pull

Diffusion of information

- ◆ information is not confidential any more: it is a weapon
- ◆ Information push
 - ◆ Active diffusion of selective information for targeted people
- ◆ Information pull
 - ◆ free and available information so that the "customer who seeks" finds "easily"

Diffusion of information

- ◆ information is not confidential any more: it is a weapon
 - ◆ Information pull: Web example
 - ◆ not referred or diffused, a web site is not consulted, it is confidential
 - ◆ paradox: on the Web to be known, diffused.
 - ◆ developing, diffusing a Web site:
 - ◆ Pages construction respecting what the search engines consider
 - ◆ purchasing and using specialized programs (referencing) to register the web site in the search engines (+ 100.000)

Diffusion of information

- ◆ information is not confidential any more: it is a weapon
- ◆ Information pull: Web example
 - ◆ purchasing and using specialized programs
 - ◆ programs to register in the search engines
 - *Top Dog* www.topdog.com
 - *WebPosition Gold* www.webposition.com
 - *SubmitWolf* www.trellian.com
 - *NetBooster* www.netbooster.com
 - *AddWeb* www.cyberspacehq.com

Diffusion of information

- ◆ information is not confidential any more: it is a weapon
- ◆ Information pull: Web example
 - ◆ purchasing and using specialized programs
 - ◆ purchase
 - ◆ position on certain search engines
 - ◆ name of your competitor in order to reveal your publicity when the Net surfer scans for this name on an engine
 - ◆ "hijackwares": techniques aiming at diverting the customer of a site where it is about to buy towards a competitor by using "pop up"

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- ◆ Information pull: Web example
 - ◆ Purchasing and using specialized programs
 - ◆ *Datek "bought" the name of its competitor, current leader on the market, Charles Schwab*
 - ◆ *a request made on this one shows a publicity for that one*
 - ◆ *"why pay 29,5\$ with Charles Schwab when you edge get has better service for 9,95"*
 - ◆ *Ericsson "bought" "Wirlpool" on AltaVista*
 - ◆ *an advertising "Toyota" appears for a research "Ford"*

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- ◆ Information pull: Web example

- ◆ Pages construction respecting what the search engines consider

The search engines are simple and consider

- metadata respecting syntaxes
- significant text at the beginning of page (the first 1024 characters)
- judicious sequence of the pages: 100 links maximum

- never consider the data bases: the invisible Web

Diffusion of information

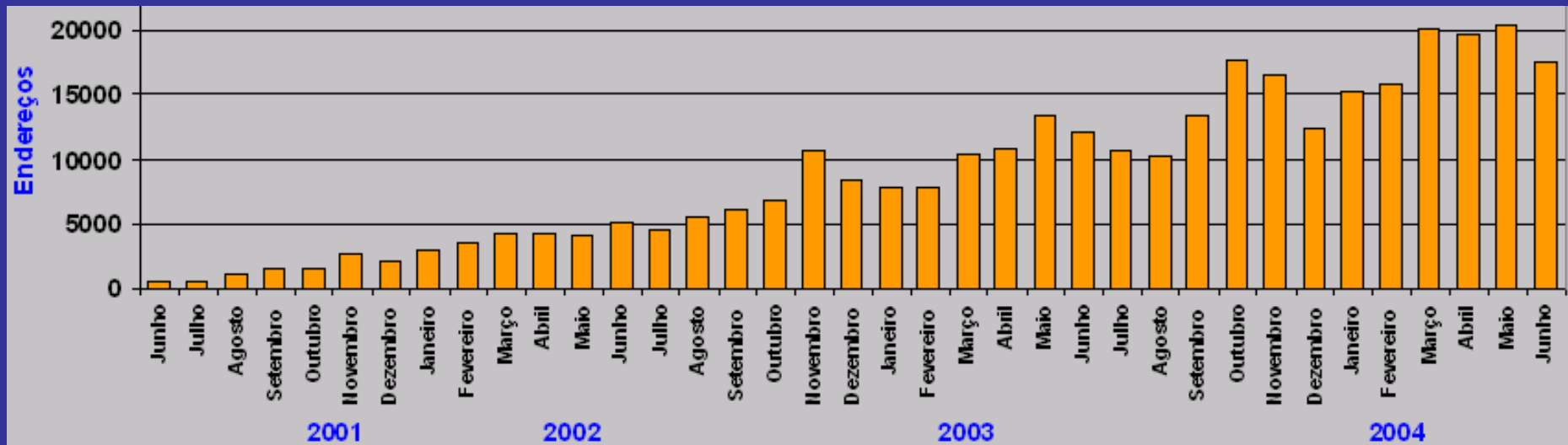
- ◆ information is not confidential any more: it is a weapon
- ◆ Information pull: Web example
 - ◆ Pages construction respecting what the search engines consider
"to check the operation of your site, use a nongraphic navigator (for example, Lynx); ... the majority of the robots of the search engines "see" your site like Lynx. If you note that certain enrichments of the site (Javascript, cookies, ID of session, frameworks, DHTML, animations Flash, etc.) you prevent from reaching certain sections of your site using a nongraphic navigator, that means that the robots of the search engines will meet similar obstacles during the exploration of your pages "(Google)

Diffusion of information

- ◆ information is not confidential any more: it is a weapon
- ◆ Information pull: Web example
 - ◆ Pages construction respecting what the search engines consider
 - ◆ <http://www.abondance.com>
 - ◆ <http://methodologies.abondance.com>
 - ◆ <http://www.google.com/intl/fr/webmasters/index.html>
 - ◆ <http://www.delorie.com/web/lynxview.html>

Diffusion of information

- ◆ information is not confidential any more: it is a weapon
- ◆ Information pull: Web example
 - ◆ Pages construction respecting what the search engines consider
 - ◆ Promotion d'un site: exemple du CenDoTeC (x40)



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- ◆ Information pull: Web example

- never consider the data bases: the invisible Web
 - confidential information
 - only the entry pages are considered by the search engine
 - it is necessary to know the address to go there
 - sites specialized for the inventory of the invisible Web

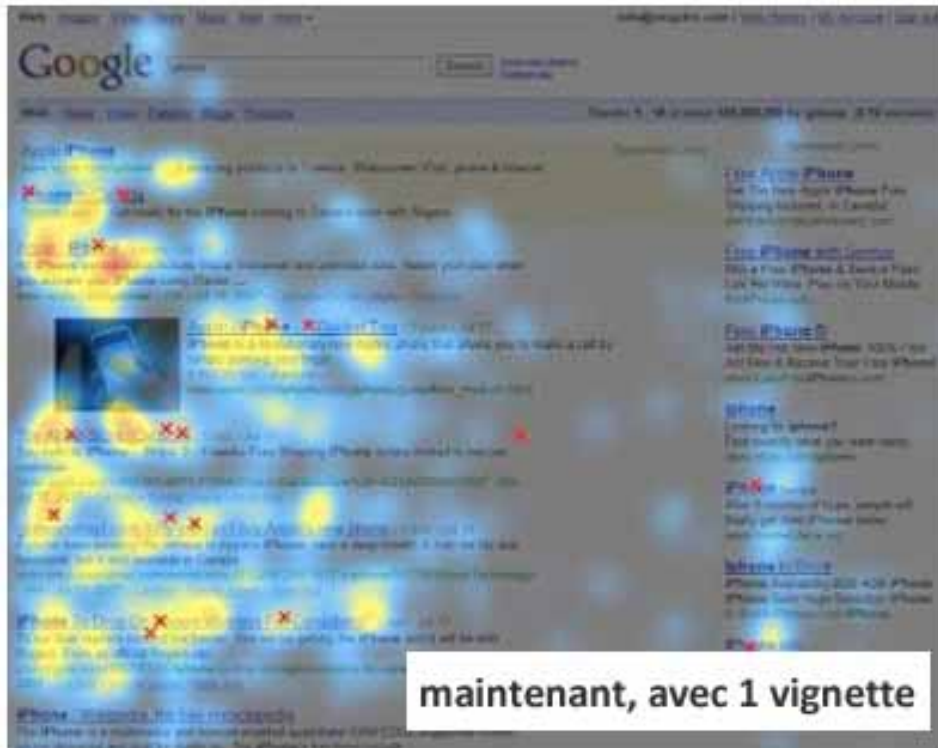
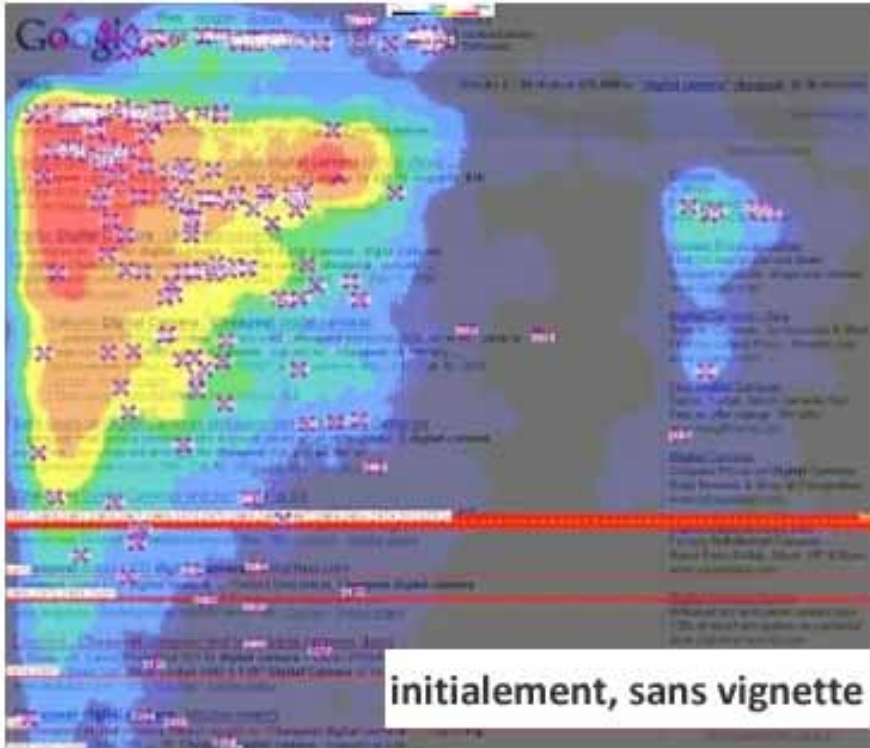
<http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/InvisibleWeb.HTML>

<http://www.invisible-web.net/>

- Examples:

- data bases patents bibliographical data bases documentary information

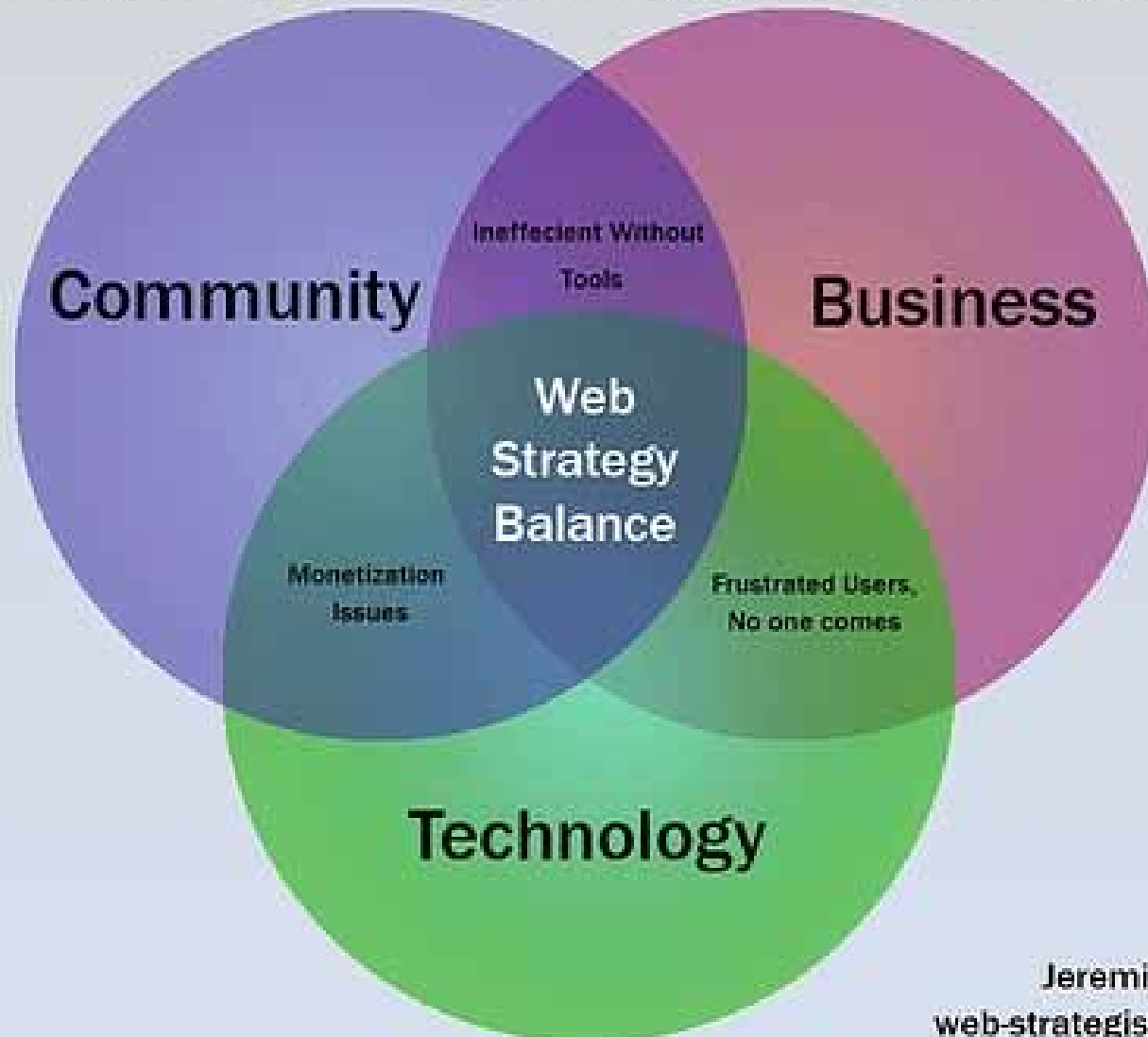
Even screen position !!!



Web page content

Three Spheres of Web Strategy

FOR SUCCESS, THE LONG TERM PLANNING OF A WEBSITE MUST BALANCE EACH SPHERE



Jeremiah Owyang
web-strategist.com/blog