

Wageindicator



in Belgium, Brazil, Denmark, Finland, Germany, Hungary, Italy, India, Netherlands, Poland, Spain, South Africa, South Korea, United Kingdom, United States

Web management & web marketing

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Wageindicator



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***WAGEINDICATOR* WEBSITE:**

WWW		www.wageindicator.org
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1. INTRODUCTION

Web management & web marketing is all about:

- embedding your website
- knowing what your visitors want
- proper web writing technique
- statistics
- search engines, RSS
- email
- knowing your virtual competitors

e-unions helpdesk

www.e-tradeunions.org and www.e-unions.org

This is a virtual handbook for web workers in trade unions worldwide. So far available in 5 languages. It is worth consulting. It features short articles on all kinds of issues 'popping up' when you are busy with websites. When you develop concepts, when in the process of building websites or maintaining them. And in particular how to use them as the interactive tools that they really can be. Some of the advice presented here is based on materials that had been written earlier for e-unions.org.

2. EMBEDDING YOUR WEBSITE

If you don't have a good website, it is pointless to promote the site. But if you have a great site and you don't tell anyone about it, rather do it without a site. So, a good website is crucial and promotion is crucial. A promotion plan is a simple guideline, a checklist of actions. Or if you prefer: a shopping list. You can put all items from 2.1 tot 2.5 in a timeframe. But a promotion plan for a website can never be fixed. Web is unpredictable. The plan just guides you while you are monitoring and anticipating your website's evolution. All activities listed here are ingredients of you marketing & promotion package. Priorities are up to you! But we think they are all important.

2.1 NAME OF YOUR WEBSITE – DOMAIN

Get a nice, simple, effective, clear, domain name. The domain tells about the activity and/or organisation. The name should be clear cut for the web visitor who expected a certain issue (f.e. pay, salary, gross/net.) Try to avoid a domain name which exist but with an different extension. Confusion is never good.

- Buy related to the domain name as many different extensions. F.e. .com, .org, .info, .net, etc.
- Buy – if needed – next to the name domain names which are very close. A name with hyphen, or without. A name plural and single. A name as an abbreviation and the full name. Like: www.dgb.de and www.deutscher-gewerkschaftsbund.de
- Buy names with almost the same connotation. For instance: LohnSpiegel.de and Gehaltspiegel.de.
- And point all the names to the very same website.

Once you have settled all your domain names and domain extensions, never change them. It takes years to root a website in the web, in search engines and in web visitors heads.

If you create new websites – you can name them differently, but give them also the original domain plus, for instance: www.domain.com/plus or www.wageindicator.org/world.

Why:

- this makes it easier for the web visitor to type quickly the domain name even including typo's.
- more domain names give a slightly better presence in search engines
- your domain name can be or become your trade mark. Before you can opt for your own registered trade mark, you need to be sure you don't have competitors for your domain name.

2.2 BRANDING YOUR WEB SITE

Put the main URL of your website all over the place:

- on business cards,
- letterheads,
- T-shirts,
- caps
- on your website

- in every article about the website

www.icftu.org or www.wagindicator.org or www.worklifewizard.com

2.3 WHO IS IN YOUR WEB?

With whom you want to be involved? Create a list of

- media
- organisations
- ministries
- companies

This means you try to have one or more links leading to your website on a prominent place on their website! Not easy to organise! But if your website offers high quality – rich content - information, it can be done.

How?

- Get names and telephone numbers of crucial people in those organisations.
- Call them. Talk with them. Create a network. This costs a lot of time!
- Explain them about your website (statistics, target group)

2.4 ONLINE, OFFLINE

Most of your web visitors are multi media consumers. Web, print, radio, tv, preferably all at the same time. Meaning: try to tell about your website online and offline. Use old media to issue your news and bring the background of your news online. And never send a press release without your proper url.

2.5 TECHNICAL ISSUES: SEARCH ENGINES, STATISTICAL PROGRAMMES, RSS

With the help of your programmers, try and get your website in all the search engines you can think of. And monitor each month. Install at least one statistical programme. And analyse as much as you can. Use RRS!

Why?

- Web marketing is about the old fashioned way of marketing plus the new more technical way of marketing. Get to know both options.

3. KNOWING WHAT YOUR VISITORS WANT

How do you know what your visitors want?

Step 1

First, watch and monitor yourself as a web visitor. Focus on:

- what is annoying, what is pleasant and why
- ask yourself how the site is made, ask if you can do that too
- keep visiting as many websites as possible.

Step 2

Watch and monitor as many friends/colleagues (visitors of internet) while they are surfing the web:

- how do they use the page, what do they check first?
- do they like colours, pictures
- do they read online
- how do they use the web when it is slow
- what type of mouse do they use

Step 3

- Analyse your statistics:
- what do your visitors like the most? News, applications?
- where do your visitors enter and leave the website?

Step 4

- Be consistent – straightforward - in what you offer.
- a news website carries news
- a website about salaries, is about salaries
- a website with women issues doesn't carry issues for men
- Be predictable and not boring.

Step 5

- If you have the money, you can ask your visitors what they want, but cheaper, easier and more reliable:

- check statistics – and talk with the web manager - of websites which are similar
- test your web visitors by surprising them with new issues. Pretty soon, you will now what they like.

TO-DO Do test and observe yourself, while checking your website. Use the following checklist: 'is my site okay?'

- Is the address clear/attractive/easy to type/does it live up to expectation?
- Is the site opening fast?
- Is the homepage easy to grasp, i.e. in 3 seconds?
- Does it appeal to the target audience to which it is directed?
- Are the buttons clear cut/unambiguous/attractive?
- Is the navigation transparent?
- Is the search function displayed prominently/easy to find?
- Do form/shape and content match?
- Are headlines and summaries easy to read and understand?
- Does the paragraph behind a button match the promise made by it?
- Is the site adaptable to readers with impeded eyesight?
- Is the email address easily accessible?

TO-DO Describe the visitor of your website/wage indicator: lifestyle, hobbies, age, gender, education level, situation at home

TO-DO

- Create a list of topics you think your visitors will expect to find at your wage indicator.
- Create a list of topics you can write yourself.
- Create a list of topics/applications you can't create yourself. Which help do you need?

4. PROPER WEB WRITING TECHNIQUE

There is a difference between writing for the web and writing for print. But if you are able to write for the web, it is easier to write for print. Web writers tend to write shorter, more active and emotional. They use more question marks. They like to address their readers. Writing for the web is more easygoing. Moreover, you may change your web pages any time. Cheap and fun! Magazines and newspapers know a deadline: they must be printed. Text on the screen has none.

4.1 PLAYING WITH THE SCREEN

Type a piece of text (of course short) and check if you like it on screen. If you don't, change it. And even better: you publish it and wait for some comment of readers, or check your statistics. This way you can play every day with your website and your text. If you like to play with text (and pictures) on screen, offer this option also to others in your organisation. You will find out that they will write much better for the web than when you copy/paste their "boring" text in the website.

4.2 CREATING A PERFECT HOMEPAGE

Most visitors start in the upper left corner of the screen and let their eyes stray to the right, as well as from the top to centre screen. This simply means that you should put the most important issues top left, top right, or middle. But what are you going to put there and when? Check your homepage every week with your web statistics at hand. Experiment, check and adapt. For instance:

- replace a picture of a dull old men and a boring issue with that of an attractive woman plus a boring issue – and be surprised
- bring salary issues top left or down left and see what happens
- replace single words for sentences deliberately to see what difference they make.

But you can do more. Be like the seasons. Even the weather and the national mood after winning or losing the European championship can be reflected top left or middle on your homepage. Our experience.

In the weekend we write:

Compare your salary with your friend or partner.

On working days we write:

Compare your salary with your colleagues.

The words *partner, friend, colleagues, compare* and *salary* are all attractive. Like the words *test* and *pay*. Web visitors prefer those words to *report, scientific research, workers, or income*.

4.3 RICH CONTENT

What is good content? It should be at least:

- reliable
- up to date

Is news good content? Visitors of a news website expect news. So, for a news website news is good content. But for any other website ask yourself whether you have news. Real news. And whether your visitors are waiting for your news. At labour market related websites visitors very often are searching for:

- collective agreements
- salary related to professions
- vacancies
- labour law
- pension schemes
- best practices in work-life
- tests
- tips and check list: how to negotiate about your job, your salary, your paid leave etc. etc.

In this case visitors are searching for information, not opinions. Rather inform them about labour law then tell them what you think about the labour law.

4.4 CHECKLIST

Writing for the web is different from writing for a magazine or newspaper. Remember:

- active language

- not all sentences must be of equal length: play with them
- simple words
- one meaning per sentence only
- avoid meaningless words, hollow phrases
- put your links in the text whenever relevant
- check and double check for superfluous words
- no procedural remarks, do not patronize
- identify yourself with your visitor('s interest), not your organization
- use bullets and numbers wherever possible
- numbers, i.e. 1,2,3
- compose, using headlines and paragraphs, questions & answers
- graphs and pictures whenever possible
- emotions and fun? YES, that's web!

TO-DO Rewrite small (news) articles taken from your own website. And show them to your colleagues.

5. STATISTICS

Web statistics tell you (almost) all about visitors and their participation in research. If you manage a website, train yourself in checking the statistics every day. Why:

- statistics show a pattern, the interaction between your marketing activity, the technical performance of the website and its virtual environment
- statistics are your lifeline
- statistics tell you whether or not you and your website are doing fine

Some definitions related to web statistics:

- unique visitors (or unique IP) = real person behind one computer
- visits = the number of times a person came to your site
- pages = number of pages seen by a visitor
- hits = technical term for how many hits have been shown at a webpage (don't mix up this word with unique visitors or visits)

Some statistical programmes give you the time spent by a visitor during a visit.

TO-DO Describe your web visitor.

Use this information: unique visitors per day, week, month; time of the day; day of the week.

Check which pages they love more than other pages or your site.

And find out on which days your visitors complete questionnaires more than on other days.

Is there any relation which your marketing activity?

6. SEARCH ENGINES, RSS

6.1 SEARCH ENGINES

How can you get your website well positioned on search engines? First check this:

- is your website online now?
- are your meta tags ready?
- did you give every single web page a different name (title in web browser and metatag)?

Well, then you're ready to submit your site to all main search engines out there: Google, Yahoo, Altavista ... and so on.

Well positioned on Google means you're one of the top 5 results. To put it differently – if you enter *wage* or *trade union* in Google, then they should point visitors to your website! Not easy. Since your site has to be popular, anyway.

(If you wish to know your website's ranking with Google, first install the Google bar in your browser: <http://toolbar.google.com/> then go to your website address and place your mouse over the rank button in the Google toolbar. You'll then see your current rank position).

What are the main key words? Check your statistical programme. And match the key words with Google. How: Go to <http://labs.google.com/> and select: GOOGLE SUGGEST. It will help you find out about popular key words related to your website.



Web [Images](#) [Groups](#) [News](#) [Froogle](#) [Local](#) ^{News!} [more »](#)

As you type, Google suggests:

salary calculator	1,800,000 results	Advanced Search
salary calculator	1,300,000 results	Preferences
salary calculators	400,000 results	Language Tools
salary calculator uk	348,000 results	
salary calculator canada	478,000 results	results. Learn more
salary calculator tax	197,000 results	
salary calculator relocation	1,040,000 results	
salary calculator free	358,000 results	
salary calculator international	345,000 results	
salary calculator cost of living	288,000 results	
salary calculator australia		

More about search engines?

Here: <http://www.selfpromotion.com>. For free.

Not for free. <http://en.AgenceWeb.ch>

6.2 RSS

Offering RSS will increase the number of unique visitors to your website. RSS, Really Simple Syndication, is an XML-based format for distributing and aggregating Web-content. RSS is a small file, with an *.XML extension. Inside is some text: the latest news from a website, with hyperlinks. You can see these files on your computer with feed-reading software, or with an online service. It is like reading email which you are used to doing with email software or web mail (web-based email) services. Fast and easy! Users can read the RSS in a feed-reader on their desktop or in a web-based version. RSS can also be fed into the databases of news search engines and news directories. If you combine it with a web log, describing the latest news from and issues raised by the project (f.e. research results), it attracts journalists and others to your website.

RSS has different versions and is the most common XML format for web syndication.

Another format is Atom. RSS files can be listed in another XML format: OPML - Outline Processor Markup Language. You may:

- Offer XML (RSS 2.0 format, and – better – also: RSS 1.0 and Atom formats) on your homepage.
- Use the standard orange XML button with a hyperlink to the XML file.
- Offer XML for each and every section of your website.
- Make a special RSS webpage, with help-info and a list of all XML files (categories).
- Make a list of your RSS feeds in OPML format, and also offer that file on your RSS page.
- Make a list of other union RSS feeds in OPML format, and also offer that file on your RSS page. This shows you part of the international wage indicator network.
- Upload your RSS files to the databases of the regional and major international syndication search engines and directories.
- Use your XML/RSS to offer other services, like friendly news pages.
- Spread the word among the 'power-users' of RSS: in the RSS web logs and the best visited local web logs.

Example of an RSS webpage [<http://www.labourstart.org/rss>]

RSS database [<http://www.syndic8.com>]

RSS search engine [<http://www.feedster.com>]

7. EMAIL

- Use the visitors email as your permanent feedback. And try to think along with the visitor. The visitor is not stupid. E-contact with visitors acts as an early warning system. Feedback for free. They are a great help in problem detection. You may fear a flood of mail. Don't. The Dutch experience tells us that the amount is easy to handle, also when your website generates huge traffic.

7.1 TIPS FOR ANSWERING YOUR MAIL

- Answer the same day if you can. Fast, friendly and adequate handling is good for your image!
- Use an automatically generated time saving auto-text with our reply. It reads:
 - This answer has been given to you by XXXXXX for free.
 - You may want to return this gesture.
 - You do so by XXXXXX (become a member or....etc)
 - More questions? Please do mail us again!
 - Name of web manager, email address
- Should a question be phrased in an ambiguous way, ask for clarification first.
- If you cannot provide an adequate answer, say so.
- Make sure your website contains pretty exhaustive content regarding FAQ's. In your reply mail you may insert a direct link to the proper pages in your website. Saves time and the trouble of rewriting the same thing time and again.
- Don't make assessments of issues. So don't go into questions like: is my pay too low, too high, correct? Rather refer back to content on your website related to that issue. Judging is the stuff of legal departments or of lawyers. Be aware that any advice you might give can also be used against you in a law suit. Should you nevertheless feel like an advice, you must explicitly state that this is your personal opinion.
- End with your name/email address. This makes it personal and more reliable. A web visitor can trace you.
- Each mail is another proof that your product has reached your audience and leads to involvement! Mail leads to innovation.

8. KNOWING YOUR VIRTUAL COMPETITION

Make a list of websites of your competitors in the market.

- visit your competitors' websites every day, learn how they do it
- realise that your visitors don't see you as a unique website, but as one amongst competitors
- create on the basis of what your competitors do a list of what is done better by you or by your competitor
- Know your competition personally. Visit all your competing web managers. Talk to them. Don't exclude anyone. So, don't visit only the politically correct web managers. Have lunch together. Explain what you aim to do and check whether you can work together. Rather don't pay for cooperation. Continue building your network of websites and web managers. You can learn from them, they from you! Think about different ways of cooperation. Data sharing, content sharing, application sharing. Good feeling. Good name.

TO-DO Create a list of the best labour market related websites in your country
