Marketing

We can help you use the Internet and other Information Technology for marketing:

Advertising **[1]**
We manage advertising for websites and periodicals and also consult for advertising with direct mail.

Domains [2]
We sell premium domains.

Publishing **[3]**
We support Adobe Pagemaker and Adobe Framemaker to publish periodicals, manuals and books. We can publish printed materials to support your marketing.

Website_Promotion [4] [4]
Now you have a website, just like any published catalog, you will need to promote the web site so people know about it. You can use other web sites to direct potential customers to your website.

Advertising

We manage advertising for websites and periodicals and also consult for advertising with direct mail.

Mailings [5]
We are available to develop your mail lists for either labels or arranging to direct print the addresses on your mail outs

Periodicals [6]
Advertising in magazines and newspapers is still valid. Until websites are as convenient to hold and use, printed periodicals will remain a valid method of advertising. We are available to compose your advertising and support it with your website. We also publish periodicals ourselves.

Websites [7]
Advertising with websites can and should be more than just promoting by having your own website and waiting for someone to find it. You can promote your website by banner advertising on other websites, advertising on search engines, having a portal on you site to encourage frequent revisits, etc...

Advertising with Websites

 Advertising with websites can and should be more than just promoting by having your own website and waiting for someone to find it. You can promote your website by banner advertising on other websites, advertising on search engines, having a portal on you site to encourage frequent revisits, etc...

[Banners on Websites](#) **[8]**

 [9]We can arrange for advertising on web sites we manage and broker on your behalf for others.

Portals

 [9]If you have a web page that provides timely information to a niche market, you may be able to even persuade visitors to make it their default, home, web page for their web browser. If you are considering this approach, we are available to discuss the merit and feasibility of you supporting.

Search Engines

 [9]Besides being listed on a search engine, you may consider paying for emphasized listings and banner ads to display by keywords, etc... We can provide consultation on this advertising approach.

Banner Advertising on Web Sites

We can arrange for advertising on web sites we manage and have been asked by some other sites. For most situations a discount website broker may be a better fit, however for our own sites and for those we consult for have requested such services. The information on this web page that has evolved over the last decade is useful for scope, but not intended as quotation or guarantee of services rendered.
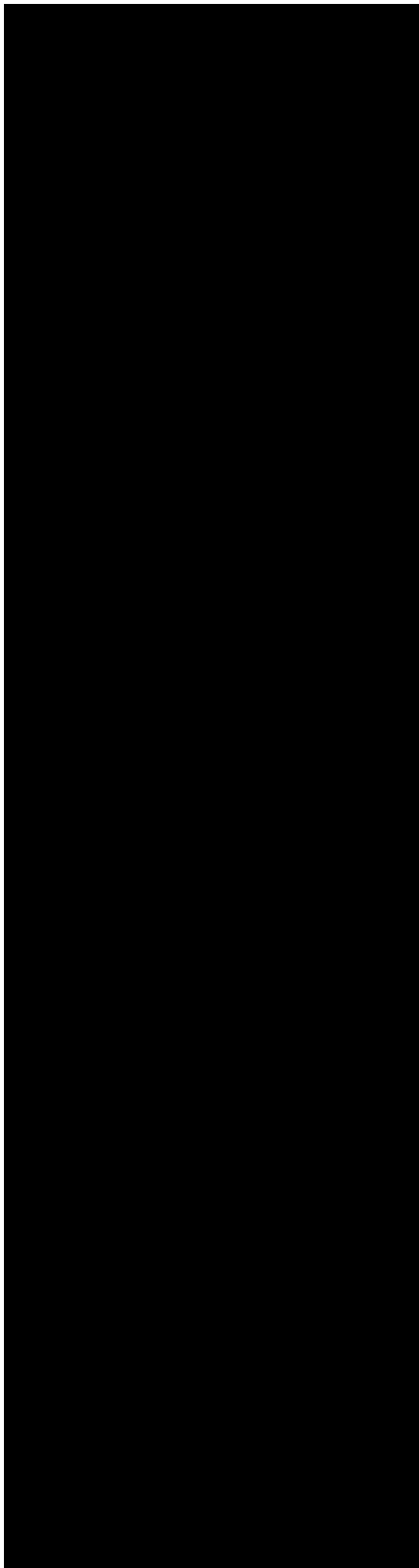
Sizes and Pricing Guides

The content, sizes, and pricing of web site banner advertising are negotiated and limited by the the location and usage. Some of the factors that effect the nominal pricing are:
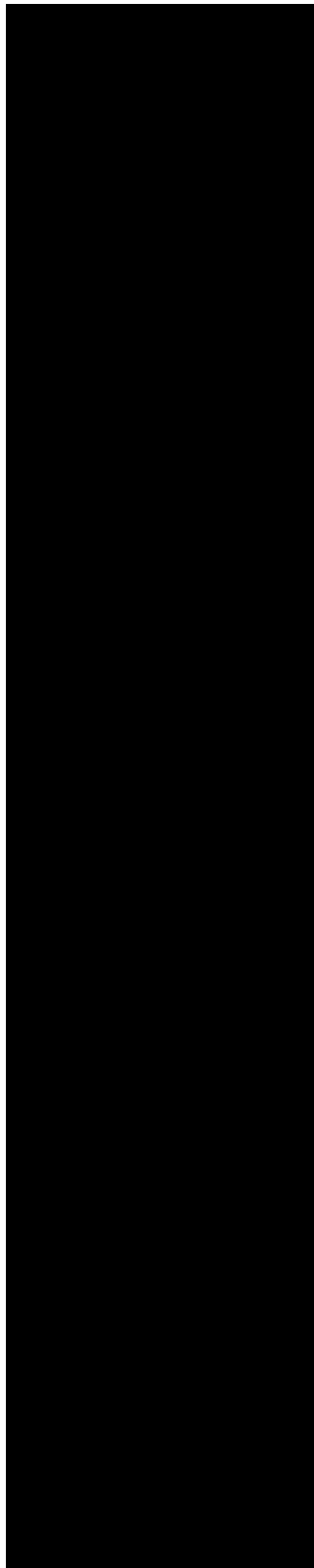
- Banner Ad with hyperlink on a main page or page of equivalent interest.
- Random or Rotating Banner Ad with hyperlink on main page or page of equivalent interest.
- Banner Ad with hyperlink on section or start of category or results page.
- Random or Rotating Banner Ad with hyperlink on section or start of category or results page.
- Banner Ad on a back page.
- The size relative to content and other ads.

The table below is made available as a guideline for nominal pricing suggested by size but with the understanding that other conditions like location will apply. For example if the page in question was not layed out by designer to support a type of ad, like microbanners, then the microbanner pricing would not apply. Note the suggested price by size is a guide and not binding. Contact us about pricing by location and verification of prices. *Prices are subject to change.*
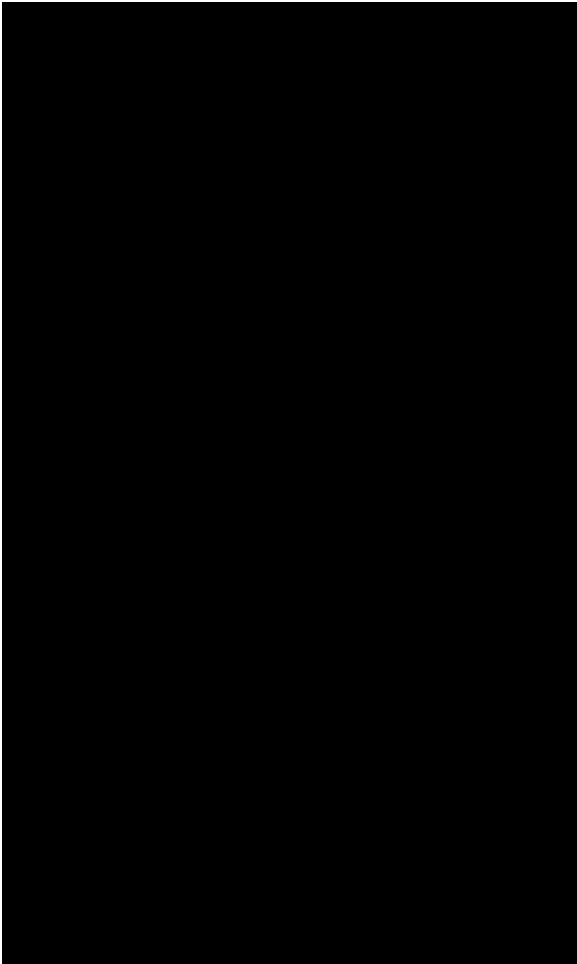
160 x 600 Pixels **Wide Skyscraper Banner** *(96,000 pixels)*
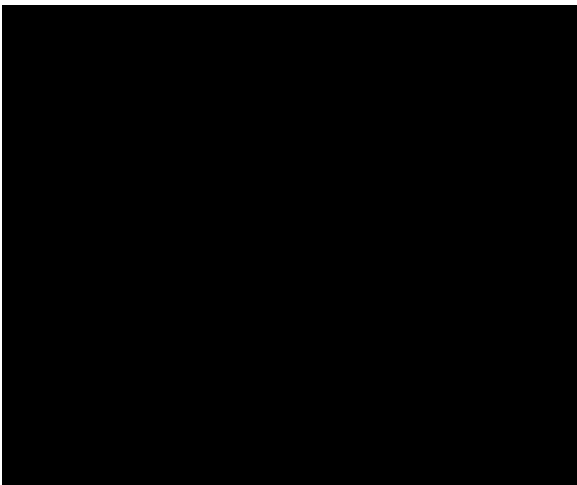nominal suggested price: 190% of full banner size fee.

120 x 600 Pixels **Skyscraper Banner** *(72,000 pixels)*
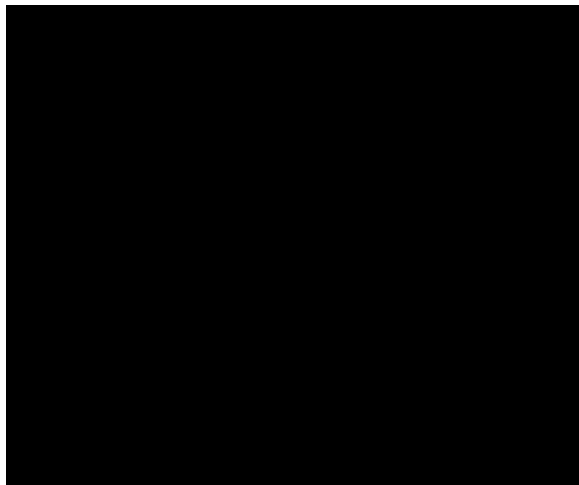nominal suggested price: 170% of full banner size fee.

240 X 400 Pixels **Fat Skyscraper Banner** *(96,000 pixels*)

nominal suggested price: 190% of full banner size fee.

336 X 280 Pixels **Large Rectangle Banner** *(94,080 pixels*)

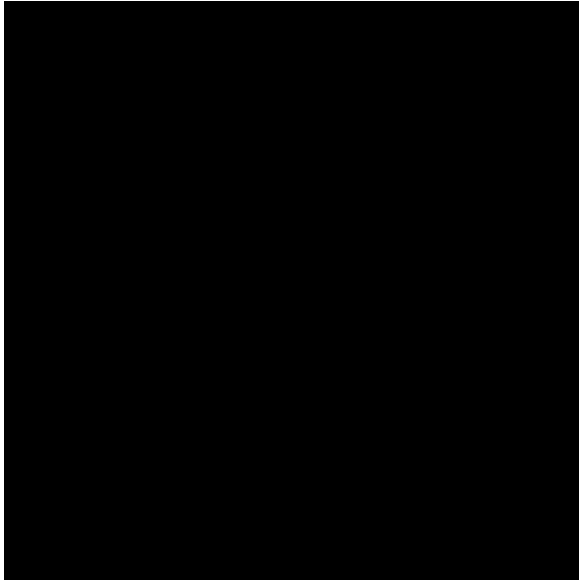nominal suggested price: 180% of full banner size fee.

300 X 250 Pixels **Medium Rectangle Banner** *(75,000 pixels*)

nominal suggested price: 160% of full banner size fee.

728 X 90 Pixels **Leader Board Banner** (65,520 pixels)

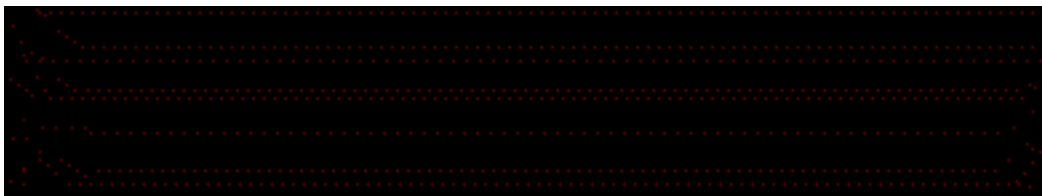nominal suggested price: 140% of full banner size fee.

250 X 250 Pixels **Square 250pixel Banner** (62,500 pixels)

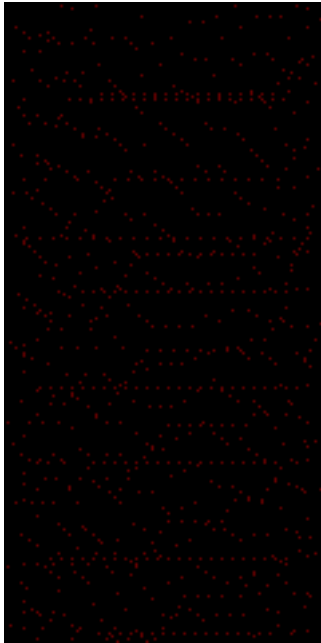nominal suggested price: 130% of full banner size fee.

468 X 60 Pixels **Full Banner** (28,080 pixels)

nominal suggested price: 100% of full banner size fee.

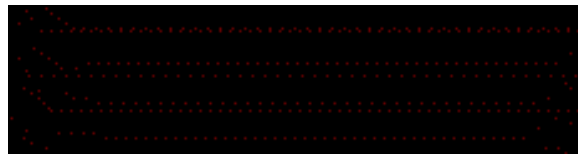392 x 72 Pixels **Full Banner with Vertical Navigation Bar** (28,584 pixels)

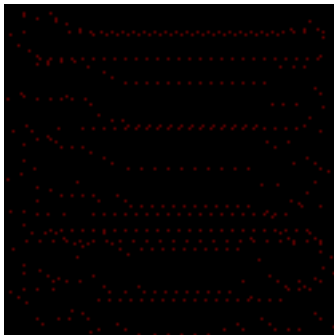nominal suggested price: 100% of full banner size fee.

120 x 240 Pixels **Vertical Banner / Small Skyscraper** *(28,800 pixels)*
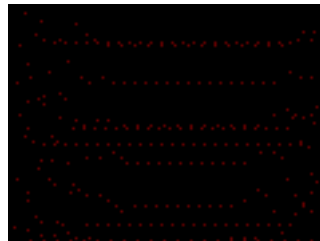nominal suggested price: 100% of full banner size fee.

180 x 150 Pixels
Rectangle180x150 *(27,000 pixels)*
nominal suggested price: 90% of full banner size fee.

234 x 60 Pixels **Half Banner** *(14,040 pixels)*
nominal suggested price: 70% of full banner size fee.

125 x 125 Pixels **Square Button** *(15,625 pixels)*
nominal suggested price: 70% of full banner size fee.

120 x 90 Pixels **Button 1** *(10,800 pixels)*
nominal suggested price: 50% of full banner size fee.

120 x 60 Pixels **Button 2** *(7,200 pixels)*
nominal suggested price: 40% of full

88 x 31 Pixels **Micro Button** *(2,728 pixels)*
nominal suggested price: 30% of full banner size fee.

banner size fee.

Premium Domain Names

We represent some premium domains that are available for purchase.

We have successfully sold domains like digitalcurrency.org internationally and have had good experiences with the monetary service of Escrow.com.

Most of the domains we represent are with Opensrs as we are a reseller for them, some with namecheap and cloudflare, but we can also work with other registrars to satisfy the demainds of escrow services.

The following are some of the domains that are available and you are welcome to contact us [10] to negotiate:

- digitalcurrency.info digitalcurrency.biz digitalcurrency.us bearerinstruments.com [11]
- hazard.com and 25+ other hazard domains [12]
  - **galaxyofdata.com**
  - **gsatoday.com**
  - **lastrespects.com**
  - **mytourn.com**
  - **prayerchain.us**
  - **qtpatch.com**
  - **spacecoast.info and spacecoast.org**

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Promotion - Websites

Now you have a business and a website, just like any published catalog, you will need to promote the business and web site so people know about it. You can use traditional advertising and/or you can use other web sites to direct potential customers to your website. Also you can use mapping services to redirect to your physical location and website with contact information.

Search Engine Optimization [13]

Getting to the top of search results will always as much as art than science because the precise methods that search engine companies use are trade secrets and those methods are changing frequently. However some basic steps can be taken to better results.

Mapping [14]

Getting listed on maps used by both website and GPS naviagation systems may be important for your business especially if a physical location benefits from walk in traffic.

Search Engine Optimization

Now you have a website, just like any published catalog, you will need to promote the web site so people know about it. You can use traditional advertising and/or you can use other web sites to direct potential customers to your website. A very common way to find websites is to lookup a website based upon category and keywords on a website typically called a "search engine." To be listed on a search engine you may need to submit your website. To improve how you list you may need to both advertise with the search engine and improve the ranking of your listing. To improve your ranking you may want to consider the following:

Bait Web Pages

We can create HTML "doorway pages" based on keywords and details about your business that are supplied by you. The pages are optimized for a search engine using the web site's unique "personality.

Cross Links

Some search engines improve ranking by how often your website is referenced by other websites. We can create crosslinks on our websites and promote them so your website has more crosslinks.

Submissions

We lease specialized commercial software packages that we use to frequently submit web pages to up to 1000 generalized search engines. *Please note that many search engines request separate payment to reduce time and improve submission chances.*

Tracking

We have a specialized commercial software package that checks a site's positions on major search engines to determine a site's rank in all the TOP engines for each search keyword or phrase.

Facebook SEO

There are many tricks and a lot of good articles to keep in mind.

Very important is to include appropriate meta tags in the header of the pages prior to posting.

If you need to force Facebook to reload a cached page this is very useful:

To force Facebook to refresh it's cache so that your changes are reflected on Facebook,**you must force your page to be "scraped."** The page is scraped when an admin for the page clicks the Like button or when the URL is entered into the Facebook URL Linter [15]

Source URL: https://cocoavillagepublishing.com/marketing/index.html

Links
[1] https://cocoavillagepublishing.com/marketing/advertising
[2] https://cocoavillagepublishing.com/marketing/domains
[3] https://cocoavillagepublishing.com/marketing/publishing
[4] https://cocoavillagepublishing.com/marketing/website_promotion
[5] https://cocoavillagepublishing.com/marketing/advertising/mailings
[6] https://cocoavillagepublishing.com/marketing/advertising/periodicals
[7] https://cocoavillagepublishing.com/marketing/advertising/websites
[8] http://www.cocoavillagepublishing.com/marketing/advertising/websites/banners/
[9] http://www.cocoavillagepublishing.com/marketing/advertising/websites/search_engines/
[10] https://cocoavillagepublishing.com/us/contact
[11] http://digitalcurrency.info/
[12] https://cocoavillagepublishing.com/marketing/domains/hazard
[13] https://cocoavillagepublishing.com/marketing/website_promotion/search_engine_optimization
[14] https://cocoavillagepublishing.com/marketing/website_promotion/mapping
[15] http://developers.facebook.com/tools/lint