eContent

European digital content for the global networks

EDC-22071 KOM2002/27938
Groupware for Distributed Content Production KOM2002

D6.2 Report of First Promotion Stage

Security (distribution level)	Public
Contractual date of delivery	31 October 2003
Actual date of delivery	15 November 2003
Deliverable number	D6.2
Deliverable name	Report of First Promotion Stage
Type	PU
Status & version	1.0
Number of pages	19
WP contributing to the deliverable	WP6 Exploitation and dissemination
WP / Task responsible	NETDOKTOR
Other contributors	KTH
Author(s)	Jacob Palme
EC Project Officer	Kimmo Rossi
Keywords	SEO, Search Engine Optimisation
Abstract (for dissemination)	This deliverable describes the activities taken to attract visitors to the Web4Health web site.

1   Table of Contents

2   Executive Summary

In order to get visitors to our web site, we designed our web site in such a way, that search engines (like Google) and portals (like Yahoo) will recommend our site. Such techniques are known under the name Search Engine Optimisation (SEO). The most important way of doing this is to make our site good, containing a lot of useful and valuable content.
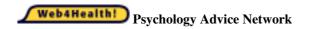
In addition to this, it is also possible to rewrite pages so as to be easier reachable through search engines. A central method of doing this is to select our best pages, test different search queries which people might use when they look for the information in this page, and find out which of these search queries are actually often used by search engine users. For each of our page, 1-3 such good query phrases were found. In order to get search engines to recommend our page, we then must but this phrase into the <TITLE> tag, the <H1> tag, text on links from other pages to this page. In total, each phrase must be repeated 2-3 times in the body of the page.

Search engines give a site value based on the number of external links to this site. Links from good web sites have more value than links from less good web sites. Therefore, we wrote e-mail to the managers of many good web sites and asked them to provide a link to our site. In return, we made links to their site from our site.

It is important not to try to cheat the search engine by improper methods. However, the goal of our site is to give good information in the mental health area. Just like we optimize our own natural-language question-answering system to give the right answer to questions, the methods describe above means that we "optimize" Google to give the right answers to those questions where we have a good answer. Thus, SEO, as used by us, is within our goals of giving good information to people who ask for this information.

3 Different Methods of Promoting a Web Site

Method	Description	Our use	Result
Quality	Developing a high quality web site, with better features than other existing web sites in the same area.	This has been a mail goal throughout the project.	Very positive external reviews, for example five starts in Alexa. One publisher wrote for example "The Web can bring us into contact with people who do know what they're talking about. Since last summer, a powerful site from Britain called Web4Health has been providing answers to hundreds of questions about post-traumatic stress syndrome, obesity, child guidance, workplace stress, sleeping problems and more. Funded by the European Union, the project fields questions and publishes answers from a team of psychological and psychiatric experts from a number of European countries.". On the 26th September 2003, our site was chosen as "Kool site of the day" on a popular U.S. radio show, giving a boost of ten times the ordinary number of visitors on that day.
Presentations	Presentation of the web site at conferences, etc.	We have made a number of such presentations.	Positive interest shown by conference participants.
Press contacts	Contacting journalists trying to get them interested in writing about the site.	Not yet.	
Search Engine Optimisation	Optimising the web site for high rankings in search engines like Google, etc.	We optimised content and collected external links.	Very positive result, the web site was opened in the middle of July, 2003, and already during the period August to October 2003 our web site had more than 100 000 visitors and nearly two million hits.

4   Search Engine Optimisation

Search Engine Optimisation (SEO) is an established profession aiming at getting many visitors to a web site from search engines like Google and portals like Yahoo. Our main sources for information on such methods are listed in the references chapter on page 9.

The main methods employed for this are:

Method	Why it works	How we used it
Producing a high quality web site	Search engines employ various methods to find the best web sites and giving them high ranking. Web pages with high ranking are listed first in search engine results, and thus gets more visitors.	High quality has been our main goal throughout our work.
Getting many links from external sites to our web site	One method used by search engines to evaluate the quality of web sites is to look at the number of external links to this web site. Links from the best web site are more valuable than links from other sites.	We contacted about 30 high quality web sites and asked them to link to us.
Submission to search engines and portals	Many people find web pages through portals, and a listing in a portal improves the ranking in search engines like Google.	We submitted Web4Health to Yahoo and The Open Directory, which are the two major web directories. The Open Directory is used by many other web portals, for example Netscape. We paid 295 dollars for rapid inclusion in Yahoo, this payment does not guarantee inclusion or ranking, it only gets Yahoo to evaluate the web site in five days, rather than many weeks for free submissions.

5   The Ethics of Search Engine Optimisation

5.1 Introduction

Search Engine Optimisation means methods to get major search engines like Google to direct more visitors to our web site. Is this ethical?

It is obviously unethical to use the following methods, which we have not used:

- Including text with white text on white background, which is read by search engines but not by ordinary readers.

- Repeating key phrases in very small font unreasonably many times in our web pages.

The following methods can be unethical or not, depending on how they are used:

- Cloaking: Providing different pages to search engine spider robots than to ordinary users. We have not done this.

- Doorway pages: Writing special pages only written to attract search engines. We have done this for one single of our 700 answers, but that answer is part of our answers for all users and is not unreasonable as an ordinary answer.

- Putting links from other web sites controlled by us to Web4Health. We have done this for a few sites.

- Selecting popular key phrases and including them in our answers. Whether this is ethical or not is discussed further

The following methods are obviously ethical:

- Developing a good web site.

- Getting links from reliable external sites which have evaluated our site and found it good.

5.2 The ethics of search key selection

In order to discuss whether it is ethical to put popular search phrases into the title and body of our answers, note the following:

The major ways in which people find answers in our web page are (September-November 2003):

Method	approximate precentage
Browsing our static pages	60 %
Using Google and other search engines and seeing the answer from our site which Google directs them to	25 %
Browsing our forums and ask-the-expert areas	8 %
Using our natural-language question-answering system	5 %
Other methods	2 %

Looking at this figure, we can see that Using Google and other search engines to directly find particular answers on our site is a major method of finding information on our site, and is in fact used five times more than our own natural-language question-answering system.

The goal of our web site is to give appropriate answers to questions which people ask. Since Google and other search engines are a very important way in which people find information on our site, we will fulfill our task better if we design our pages so that this way of finding information will work better. Thus, SEO done in this way is not only ethical but important. We should do it for all good answers we have. In cases where our answer is less good than competing pages on other web sites, SEO might be unethical if it wrongly puts our page before other better competing pages in the search engine result lists.

6   Optimising Content

When a search engine like Google gets a question like "child abuse" it will find all web pages containing these words. However, pages which have these words in

1. The HTML <title> tag

2. The HTML <h1> tag
3. Repeated 2-3 times in the web page
4. In external links to the web page
5. Immediately succeeding or close to each other

Thus, an important task of SEO is to find search phrases which people often ask to search engines, and ensuring that such phrases are positioned as described above. It is of no value to optimise a web page for questions which people never ask for!

To do this, we selected 78 of our best pages. For each such page, we tried to come up with probable search phrases which a user might use when looking for the information in this page. To check such phrases, we used Wordtracker (http://www.wordtracker.com/), which has a data base of two million questions asked in the last two months to a couple of search engines.

The best search phrases found where then placed both in the <title> tag, in the <h1> tag and repeated once or twice in the text of the FAQ.
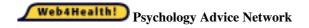
Example:

"Eating disorders statistics" has 45 entries in Wordtracker, "anorexia statistics" has 32 entries, "statistics on eating disorders" has 21 entries and "bulimia statistics has 14 entries.

For our web page on eating disorders statistics, http://web4health.info/en/answers/ed-other-incidence.htm, we then chose the title "Eating Disorders, Anorexia, Bulimia Statistics" and also repeated these words in the beginning of the text. This page was given the meta-description: "Statistics on the prevalence of eating disorders like anorexia nervosa, bulimia nervosa and binge eating".

7   Writing Meta-Description and context

HTML has a kind of tag in the head of a document called meta-description, with the format `<META name="description" content="...our description"` with information which a searcher can use to decide if this site is of value to them. Some search engines display this text in their lists of search results. It is thus important that we have such a text, and that it gives a good hint to the reader of whether this page is good for them or not. The description should be short, since many search engines only display the first 50 or 80 characters of it.

Other search engines do not use the meta-description, instead they show the matching words in context. And the matching words in our case often are in the <H1> heading. The context may then include the text immediately before the <H1>heading. Because of this, we designed our web pages so that the text immediately before the <H1> heading in our answers (in the English site) always is "Independent medical expert answers". Many search engines will then show this text in their lists of search results.

Example:

We have a web page with the title "Alprazolam (Xanax, Xanor) - Description,,"

This page looks like this in a Google search result:

Alprazolam (Xanax, **Xanor**) - Description
Independent medical expert answers. Alprazolam (Xanax, **Xanor**) - Description. **...** Some
brand names for Alprazolam is Xanax and **Xanor**. More about benzodiazepine drugs. **...**
web4health.info/en/answers/bio-alpr-desc.htm - 14k - Cached - Similar pages

If we had not put "Independent medical expert answers" immediately before the <H1> tag in
this document, it would instead have looked like this in Google search results:

Alprazolam (Xanax, **Xanor**) - Description
question Current folder answers. Alprazolam (Xanax, **Xanor**) - Description. **...** Some
brand names for Alprazolam is Xanax and **Xanor**. More about benzodiazepine drugs. **...**
web4health.info/en/answers/bio-alpr-desc.htm - 14k - Cached - Similar pages

The phrases "question", "Current folder" and "answer" would by Google be taken from the
ALT attribute of the images preceding the title.

It is obvious by comparing the two examples above that it is important to put the phrase
"Independent medical expert answers" immediately in front of the <H1> tag on our answer
pages.

8   Optimising Page Rank

We contacted about 30 web sites in the end of July 2003 with high quality content in the
medical and psychological area and asked them to make links to us.

We also put links to our web sites from other web sites which partners in the project have
control over, like http://dsv.su.se (Stockholm University and KTH Technical University),
http://cmc.dsv.su.se (Web site for the KTH research group participating in this project),
http://www.palme.nu (private web site), and ADD Online (http://www.adhs.ch/), web site on
ADHD managed by one of the project partners.

9   Presentations at Conferences, Etc.

According to the project plan, external dissemination is started in July 2003.

Nevertheless, some effective dissemination activities had took place upon initiative of
partners, which started promoting the project results and aims. Medical Partners started
disseminating information regarding the project activities through medical conferences and
magazines: an article, based on project results, in one of the largest Swedish newspapers has
created much interest and caused two interviews by different radio programs.

Moreover, several initiatives have been carried on in the report period by FH NON, which
joined the German AFGIS. This Health Information System Action Forum was established in
1999 on the initiative of the Federal Ministry for Health. FH NON as active in trying to
promote the project and got involved in the establishment of a permanent quality assurance
process for health information on the Internet. AFGIS defines special criteria for the
presentation of public medical information in the media, especially on the Internet, which

were also used in the development of the content plan and to answer quality issues of medical content for web pages. This organization offers a good opportunity to promote the concept of KOM2002, because of a cooperation of public health organizations and business interests that join the group.

Beside this activity, FH NON also established contact with Prof. Eysenbach of the cooperation MEDCIRCLE. MedCIRCLE is a collaboration of trusted European health subject gateways, medical associations, accreditation, certification, or rating services, which all share the common goal of evaluating, describing, or annotating health information. This project is financed by another EC co-funded Project in the Safer Internet Action Plan. It was decided to use the defined criteria of Medcircle for description of the project web content, and to try to meet this quality standard during the further process of content development.

FHNON also participated in another German web project, called "das-Beratungsnetz.de". This is a German web page for counseling and psycho-education organized by different organizations of the public health sector in Germany. We made an Internet chat for ADHD in October with more than 100 users and more than 130 questions for this topic. Further cooperation with specialist in the area of mental health will be further established. Contacts were established also with the Department of Psychosomatic Medicine (University of Saarbrücken) and a German research group (University of Leipzig) with a German online project for Eating disorders (ab-server, Dr. Grunwald). Further cooperations are planned during the next project period.

9.1 Project presentations

Partners have presented KOM2002 in several events; a list of presentations is provided below.

The first presentation of the concept of KOM2002 was in a conference in Koblenz, Germany (22-23/11/2002). This presentation described principles of the Internet use for public health information in the area of ADHD and the future use of our Groupware concept for information processing and presentation. At the conference a first contact was established with the representative of the German Ministry for Public Health (Dr. Brockmann), who showed himself interested in our project. Further efforts are planned for the next period to establish good contacts to the government.

Short presentations of our work were done at an expert hearing on ADHD and comorbid disorders in Woldzegarten (near Berlin) in October2002, when FH NON joined an German expert group for ADHD (ADD-Forum). A poster presentation was also made at a meeting for officials and members of the German public health sector at FH NON premises during a celebration act (10 years of the Institute of Applied Medical Sciences).

KOM2002 was proposed by the Project Officer to attend the DG INFSO booth at MILIA 2003 event (http://www.milia.com/)., organized by the EC. The event took place in Cannes from 26th to 28th, March, and it was oriented on digital entertainment and media. KTH represented the Project at the mentioned event, and panels and brochures detailing project activities, objectives and achievements were prepared to be exhibited and distributed during the event. KTH also made a presentation of the experiences in a workshop arranged by the CEC in Cannes during the meeting.

FH NON made an oral presentation at the conference "Prävention2003" at the University of Tübingen (27-29/03/2003). We participated at the Third International Symposium Internet

and Mental Health, Benefits and Risks (ISPISM International) in Paris with a poster presentation.

Another oral presentation about actual quality standards of public health information in the Internet and the aims of KOM2002 / Web4health was given for German public health professionals including relevant members of the local government in Hannover (Germany). Additional efforts were made to inform the Germany "Bundeszentrale für Gesundheitliche Aufklärung" (BzGA) and other relevant institutions about the ongoing project.

FH NON has get accepted an oral presentation at the MedNet world conference at the 7 Dec. 2003.

10   Results

As a result of the promotional work described in this report, we got a large number of visitors to our web site. In the latest month before the writing of this report, October 2003, we had 40307 visitors, 648 120 hits, 3 585 questions to our natural-language question-answering system and 245 questions to the ask-the-expert area, 115 of these questions were answered by our medical experts.

We also got several positive reviews in on-line newsmagazines and sites. A summary of such reviews can be found at http://web4health.info/KOM2002/external-reviews/reviews-of-web4health.html.

11   References

Planet Ocean Communications 1997-2003A	The UnFair Advantage Book on Winning The Search Engine Wars
Planet Ocean Communications 1997-2003B	Search Engine News, http://www.searchengine-news.com/
Danny Sullivan et al, 1995-2003	Search Engine Watch, http://www.searchenginewatch.com/
Jill Whalen 1997-2003	High Rankings Advisor, http://www.highrankings.com/
Word Tracker 1999-2003	Word Tracker - The ultimate tool to increase your web traffic, http://www.wordtracker.com/

Attachment A: Search Engine Optimisation Log

A.1 Search Engine Optimisation

The goal of search engine optimisation is to get your page high in the result lists which people get when they search with search engines. One method to do this is to:

Select some of our pages which might have a chance of getting good search engine position. If necessary, create new such pages. Pages created especially for search engines are called "doorway pages".

For each such page, try to guess at search phrases (2-3 words, single word terms are almost impossible to optimise for). Look at a data base of actual user searches to find which such phrases people often search with. In particular, find phrases which people often search with, and which few other web pages are good at. we used "Wordtracker", a commercial service for this purpose.

Ensure that these search phrases occur at least 2-3 times in the web page, and preferably in the title.

In order to do this, we had to modify the text on the FAQ. We have mainly changed titles and questions, not bodies, but in a few cases I have made slight changes in the bodies, too.

Below is a list of those of our pages, which we have optimised in this way. If any author of a page is not satisfied with what we have done with your page, tell me and I will remove my change.

Parenthesises indicate search terms, which are only put in invisible parts of a page. These terms are less effective at influencing search engines than terms in visible parts of the page.

Short name	Optimised title	Optimised for search phrases
http://web4health.info/en/	Psychology, Mental Health, Anxiety, Relationship Advice	Online medical advice, mental health, psychology, personality disorders, relationships, stress, anxiety, depression, emotional abuse, substance abuse, sexual abuse, types of mental illness
http://web4health.info/en/index-ed.shtml	Obesity and Eating Disorders - Anorexia Bulimia Binge Eating	eating disorders, weight loss, anorexia nervosa, bulimia nervosa, binge eating, obesity, overweight (causes of anorexia nervosa causes of eating disorders causes of bulimia nervosa causes of binge eating causes of obesity causes of overweight overweight causes bulimia causes anorexia causes obesity causes symptoms of anorexia nervosa symptoms of bulimia nervosa symptoms of obesity symptoms of binge eating anorexia symptoms bulimia symptoms anorexia diagnosis bulimia diagnosis)
ed-treat-compare	Types of Psychotherapy: Cognitive Behavioural Therapy Versus Gestalt Therapy	cognitive behavioral therapy gestalt therapy cognitive therapy types of psychotherapy
ed-other-slim-best	Good Slimming and Weight Loss Methods	weight loss weightloss
life-food-general	Food to Eat, Food to Avoid	healthy meal healthy diet bad diet
bipolar-women-menu	Depression in Women and Postpartum Depression ; links	postpartum depression
ed-causes-culture-example	How Media Affect Body Image of Women	media affect body image of women
ed-causes-overview	Causes of Eating Disorders	Causes of Eating Disorders
ed-child-links	Children, Food and Eating, Diet for Overweight Children; Links	diet for overweight children obese and overweight children
ed-treat-child	Slimming and Diet for Overweight Children	diet for overweight children
ed-other-incidence	Eating Disorders Anorexia Bulimia Statistics	Eating Disorders Anorexia Bulimia Statistics
ed-treat-surgery	Gastric Banding (Stomach Stapling) Weight Loss Surgery: Pros and Cons	stomach stapling gastric banding
child-menu	Children, Child Care, Parents, Parenting Tips, Bringing up Children; Links	parenting tips bringing up healthy children

Short name	Optimised title	Optimised for search phrases
ed-psy-versus-normal	Difference between People with Eating Disorders and Other People as Causes of Eating Disorders	causes of eating disorders
ed-causes-initiators	Factors Initiating Eating Disorders, Causes of Eating Disorders	causes of eating disorders
ed-treat-do-instead	Alternatives to Eating/Drinking/Feeling Sad/Feeling Bored/Doing Something You Want to Stop Doing	fun things to do when bored
ed-child-not-eat	Children Who Refuse to Eat ; Toddler Who Won't Eat	won't eat toddler won't eat
ed-treat-links	Diagnosis, Symptoms and Treatment of Eating Disorders, Anorexia, Bulimia, Binge Eating	anorexia symptoms bulimia symptoms
ed-dia-overview	Diagnosing Eating Disorders, Signs of Anorexia or Bulimia	anorexia signs bulimia signs
ed-treat-psychotherapy	Overview of Different Kinds of Psychotherapy Treatment of Eating Disorders, Anorexia, Bulimia, Binge Eating	psychotherapy anorexia bulimia
ed-anorexia-menu	Anorexia Nervosa - Causes Diagnosis Symptoms Signs Treatment Prevention Risks ; Link List	anorexia symptoms anorexia signs
ed-bulimia-menu	Bulimia Nervosa Diagnosis Symptoms Signs Treatment ; Link List	bulimia symptoms bulimia signs bulimia treatment
ed-treat-mens	Compulsive Eating (Bulimia or Binge Eating) in the Days Before Menstruation	bulimia menstruation binge eating menstruation
ed-treat-weight-goal	Striving for the Ideal Weight	ideal weight
life-menu	Life and Relationships; Links	relationships
life-relations-menu	Relations; Relationship Links	relationship
ed-psy-eat-right	Eating Right and not Too Much, Avoiding Compulsive Overeating	compulsive overeating
child-trauma-symptoms	How Children React to Trauma and Effects of Child Abuse	effects of child abuse

Short name	Optimised title	Optimised for search phrases
child-encourage	Encourage Your Child ; Stimulate Emotional and Social Child Development	emotional child development social child development
child-learn-biology	Causes of Learning Disabilities and Dyslexia - Genetic and Biological	causes dyslexia causes learning disabilities
adhd-add-difference	What is the Difference between ADD and ADHD?	What is the Difference between ADD and ADHD?
adhd-thr-contro	Diets for Children with ADHD and other Controversial Therapies for ADHD	Diets for Children with ADHD
adhd-medication-treat	Medication for ADHD/ADD: Methylphenidate (Ritalin/Concerta) and others	Ritalin Concerta
adhd-myth-dope	ADHD Kids and Common Myths: Parents Against Ritalin - Are Parents Doping their Children?	Parents against Ritalin
adhd-menu	Symptoms and Treatment of ADHD in Children - Attention Deficit Hyperactivity Disorder - Myths and Truth; Links	Symptoms of ADHD in Children
adhd-stimul-target	Is Rtalin/Concerta and other Medications for ADHD Good Treatment or is there a Risk for Abuse?	Ritalin Abuse
adhd-stim-sideeffect	Side Effects of Psychostimulants like Ritalin, Concerta (Methylphenidate)	side effects of ritalin side effects of concerta
bio-alpr-inf	Alprazolam (Xanax) - Important Information, Risks, Cautions	Xanax risks cautions
bio-drugs-menu	Psychiatric Drugs (Antidepressants, Sedatives, Tranquilizers, Benzodiazepines) ; Links	Antidepressants, Sedatives, Tranquilizers, Benzodiazepines
All FAQs about particular drugs bio-alpr-* bio-amitr-*		Brand names (not only substance names) have been added to titles, since people who search on the Internet use the brand mane much more often than the substance name.
ed-other-harassment	How to Handle, Harassment, Bullying and Insults - Use Insult Comebacks?	harassment bullying insults insult comebacks

Short name	Optimised title	Optimised for search phrases
ed-causes-addictive	Causes of Eating Disorders: Addiction	addiction
ed-psy-abuse	Causes of Anorexia Nervosa - a Form of Addiction	addiction causes of anorexia
ed-psy-alone	How to Get Out of Social Phobia - Afraid of Meeting People - Overcoming Shyness	social phobia overcoming shyness
ed-treat-reality-principle	The Pleasure Principle and the Reality Principle - What Should I Do With My Life?	what should I do what should I do with my life
ed-treat-pregnant	Can I Lose Weight When I am Pregnant? Is Weight Loss Diets Recommended during Pregnancy?	weight loss lose weight
ed-treat-weight-pregnant	You Don't Need to Gain Weight When You are Pregnant	pregnant
phobia-treat-snake	My Snake Phobia Prevents Me from Taking A Walk in the Forest	snake phobia curing a phobia treatment of phobia phobia treatment
soma-question-doctor	Questions to Ask a Doctor or Psychotherapist	ask a doctor
border-selfharm-prev	Prevalence of Cutting, Self-Mutilation and Self-Harm among Teenagers	cutting self mutilation
bipolar-menu	Answers about Depression and Mood Swings ; links	(alone anguish annoying awkward bipolar blues boring cheerless dejected depressed desolate despondent disagreeable disharmony dismal dispirited distressed disturbed done in downcast drab dreary dull dysthymia exhausted fatigue fed up forlorn forsake gloom grief grim guilt guilty hardship helpless hopeless hurt lonely lonesome low melancholy miser mood morose pointless sad solitary sorrow tedious tired troubled uneasy unhappiness unhappy uninteresting unpleasant wasted weak weary woeful worried worry wretched cause of depression afraid weight loss constipated tired appetite headache tension tense somatic physical body)

Short name	Optimised title	Optimised for search phrases
bipolar-phys-depr	Signs Symptoms of Depression: Always Tired, Aches, Pains, Constipation, Weight Loss	always tired (cause of depression afraid weight loss constipated tired appetite headache tension tense somatic physical body fed up done in alone anguish annoying awkward bipolar blue boring cheerless dejected depressed desolate despondent disagreeable dismal dispirited distressed disturbed downcast drab dreary dull exhausted fatigue forlorn forsake gloom grief grim guilt guilty hardship helpless hopeless hurt lonely lonesome low melancholy miser mood morose pointless sad solitary sorrow tedious tired troubled uneasy unhappy uninteresting unpleasant wasted weak weary woeful worried worry wretched unhappiness disharmony blue blues dysthymia)
sex-premature-treat-m	Teatment of Premature Ejaculation - Premature Ejaculation Cure	premature ejaculation cure, preventing premature ejaculation, premature ejaculation treatment, treatment of premature ejaculation, premature ejaculation prevention
sex-arousal-note-f sex-no-desire-treat-w	Symptoms of Female Sexual Arousal Problems	womens lack of sexual desire, loss of sexual desire in women, lack of sexual desire in women
sex-menu	List of Sexual Disorders and Problems; Links	list of sexual disorders
sex-exa-desire-what	Excessive Desire, Sexual Addiction	sexual addiction
sex-paraphi-legal	Legal Control of Sexual Behaviour, Incest and Sexual Harassment	sexual harassment sexual harassment incest incest rape sex offender laws child sexual assault facts sex laws netherlands sex laws statutory rape
sex-dislike-causes	Causes of Dislike of Sex, Sexual Aversion Disorder	sexual aversion disorder
sex-gender-what	Transsexualism a (Gender Identity Disorder) Transgender	transgender sex change surgery
sex-gender-treat	Treatment of Transsexual and Gender Identity Disorder, Sex Change Surgery	sex change surgery
sex-abuse-effects	Consequences of Sexual Abuse; Effects of Child Abuse; Symptoms of Child Molestation	Sexual abuse Child abuse Symptoms of child molestation

Short name	Optimised title	Optimised for search phrases
border-idealization	Idealization	good people good person good woman good man wonderful people wonderful person wonderful woman wonderful man ideal people ideal person ideal man ideal woman
bipolar-treat-ect	ECT (Electro-Convulsive Therapy, ECT Therapy)	ECT Therapy
life-cycles	Life Cycle, Human Life Stages	human life stages
psy-schizo-emergency-plan	Emergency Plans in Chronic Schizophrenia Management	(Intentioal use of misspellings:) relapse and schizophrenia schizophrenia treatment schizophrenia treatments shizophrenia shisofrenia shisophrenic schizophrenic shisofrenic
life-grief-bereavment	Bereavement	7 stages of grief stages of grief stages of grief loss
life-grief-overcome	How to Get Over Grief; Stages of Grief Loss	stages of grief stages of grief loss (7 stages of grief loss grief stages stages grief seven stages of grief five stages of grief 5 stages of grief loss bereavmnt)
therapy-sleeping-pills-depen	Insomnia, Sleeping Pills Dependence, Diazepam (Valium) Dependence	Diazepam Xanax Valium (xanax effect how to get off xanax withdrawal from xanax valium sobril oxazepam diazepam)
therapy-drugs-depend	Psychotropic Drugs (Diazepam, Valium, Xanax, etc.) Dependance	Diazepam Valium (xanax effect how to get off xanax withdrawal from xanax valium sobril oxazepam diazepam)
life-alco-nicotin-self-treat	Self-Change and Tobacco/Alcohol Addiction Treatment	Alcohol addiction treatment Alochol drug addiction treatment (alcoholism addiction treatment cocaine addiction treatment drug addiction treatment)
sex-education-schools	Sexual Education in Public Schools	Sexual Education in Public Schools Sexual Education in Schools
life-after-therapy	Life after Therapy	psychoterapy treatment planning
adhd-diagn-dsm	ADHD - Diagnostic Criteria, ADHD Diagnosis	ADHD diagnosis
sleep-substance-induce	Substance Induced Sleeping Problems? Drugs as Insomnia Causes?	Insomnia causes (the causes of insomnia)

Short name	Optimised title	Optimised for search phrases
adhd-all	ADHD-ADD-DAMP - Diagnosis, Symptoms, Treatment	Doorway page for those who want content-filled pages.
sex-all	Lack of Sexual Desire, Orgasm Problems, Sex Pain, Excessive Desire, Sexual Abuse, Gender Change	Doorway page for those who want content-filled pages.
bio-why-withdrawl	Withdrawal from Benzodiazepines (Valium, Xanax, Rohypnol, etc.)	Withdrawal from Xanax
bio-benzo-use	Therapeutic use of and Side Effects of Benzodiazepines (Xanax, Valium, Ativan, etc.)	side effects of xanax

After September 2003

life-relations-menu		Marriage problems, marital problems
ed-treat-do-instead		Fun things to do when bored, alternative lifestyles
life-assertive-right		communication skills

A.2 Our position in search engines

Note: It is easy to get first position in search engines for very specialized phrases which people never or almost never ask. However, the important goal is to get high position with the search engines for search phrases which people often send to the search engines!
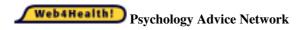
A.2.1 Our position in Google 29 July 2003

Query phrase	Our position in Google 29 July 2003	Total number of Google hits for this query	Number of times people make this particular query each day according to WordTracker
free online medical advice	5	1060000	77
Mental health	>100	3840000	705
online medical advice	31	3840000	214
personality disorders	>100	481000	1124
eating disorders	>100	1090000	1437
causes anorexia nervosa	8	28900	81
bulimia symptoms	98	60400	59
cognitive behavioural therapy	40	63800	117
cognitive behavioral therapy	>100	228000	332
weight loss	>100	2920000	24819

postpartum depression	>100	88300	189
media effect body image women	>100	282000	
diet for overweight children	2	96000	32
stomach stapling	30	7750	147
gastric banding	70	8990	273
bringing up healthy children	2	500000	0
what is the difference between ADD and ADHD	3	23300	6
xanax risks cautions	1	264	0
what should I do with my life	>100	5350000	23
snake phobia	5	7090	4
always tired	16	1910000	26
premature ejaculation cure	30	21400	215
sex change surgery	12	455000	61
sexual education in public schools	1	672000	52
insomnia causes	19	98800	119
withdrawal from xanax	>100	9170	123
psychotherapy treatment planning	>100	119000	14

A.2.2 Our position in Google 29 August 2003

Query phrase	Our position in Google 29 July 2003	Total number of Google hits for this query	Number of visistors out of a total of 15420 visitors
Free online medical advice	7	1060000	n.a.
Stress symptoms	12	364000	241
Causes of homosexuality	2	68200	236
Xanor (Alprozalam)	1	1240	230
Stomach Banding	10	8720	228
Stomac Stapling	14	8880	108
Gastric Banding	11	10700	142
Sleeping problems	11	967000	225
Autism symptoms	8	99100	211
Human life cycle	7	1730000	167
Always tired	6	1990000	146
Grief stages	5	127000	136
How to make yourself vomit	3	82700	123
Hypnagogic hallucinations	3	3140	116

Psychotic depression	28	12100	114
Signs of anorexia	5	86800	113
Mood swings	21	292000	105
Sweating at night	3	225000	82
Sexual aversion disorder	6	8610	80
Bulimia statistics	1	14600	76
Anorexic people	1	50200	74
Total for these query phrases			2953

A.2.3 Our position in Google and Inktomi 9 September 2003

Note: Google and Inktomi provide search results to many portals under other brand names, which makes them even more important than their own search portals.

Query	Google position	Google compueting	Inktomi position	Inktomi competing
free online medical advice	5	17300000	5	354218
causes of homosexuality	2	103000	13	10415
Is anorexia addictive?	9+10	14400	8	2538
causes anorexia nervosa	8	40900	28	6892