



The strategy application of "qi cha qi" website design and promotion

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Abstract: The promotion of the website is a very effective means for the increase of website visits, the growth of direct sales, the promotion of network brands and the increase of user resources. This article through the literature material law and online survey research, collection, collation, analysis and research all kinds of literature, including all kinds of professional books and periodicals, draw lessons from the professional theoretical knowledge and case analysis, combined with the survey report, from the actual situation of "qi tea" website, website promotion strategy.

Keywords: "qi cha qi" information service, network information, network service.

1. Summary of "qi cha qi" website

"Qi tea" "garden is an information service for college students heart and soul and enterprise service agencies, to meet the demand of enterprise or unit of choose and employ persons under the premise of through a part-time job this way to strengthen college students to the enterprise and social cognition, career planning, suitable for their own development to establish a comprehensive understanding of unit of choose and employ persons in the new era of choose and employ persons needs, identifying the solid foundation for success in the future employment.

"Qi cha qi" information service platform is a professional information introduction platform, in order to create information services and create physical services. All the information is from the society, the information content is "qi cha qi" reliable. The site is aimed at college students and the unemployed. The main source of profit for our website is commissions, which are generated by referrals.

2. Significance of "qi cha qi" website promotion

"Qi cha qi" information service park is an organization that serves college students and enterprises wholeheartedly, on the premise of meeting the demand of enterprises or

units for employment. We use our own promotion to improve the popularity of "qi cha qi" information service park and our brand image.

2.1 Expand the popularity of the website and establish a good image of the website
A website just builds, won't give by a lot of people collect suo to, if be collected suo to the likelihood also is more difficult. Therefore, it is very important to improve the popularity of the website and establish a good website image. We use network promotion to increase the popularity of our website, expand the influence of our website, so that more college students (target groups) know about our website. Our website will be promoted through the Internet, showing the advantages of our website, promoting our website and making its customers know about our website. So as to improve the popularity of our website, so that more of its customers to our website knowledge and understanding.

2.2 Reduce the cost of promotion and increase the popularity of the website
Qichaqi information service platform is a website founded by college students. College students have little money to invest, so we college students through some Internet promotion to increase the popularity of our website, and this way of promotion is the 21st century network promotion. But we also need to use some as long as human resources do not need a lot of financial means to promote the network. We promote it through the Internet, so that more people can know about our website, so as to increase the popularity of our website.

2.3 Standing market through promotion

Qichaqi information service platform is an intermediary company. Now the society has a lot of intermediary companies, but our intermediary companies are some college students founded intermediary companies. There are a lot of people who don't know about our website, so we promote them to know about us. Through promotion, we let those people know, especially college students know that we are some college students founded by the intermediary. We are not like those intermediary companies in the society to cheat customers. We are the intermediary company that serves them wholeheartedly. Our aim is: as long as we think the road is right, we should not be afraid of the distance. Our company will have some popularity in the market through some promotion. However, our intermediary company can compete with the intermediary company in the market, and we will enter the market. We believe that we will be able to stand the market in the near future.

3. "qi cha qi" website promotion strategy

3.1 Early promotion of "qi cha qi" website

Website promotion is one of the contents of network promotion, and it is the foundation of network promotion. If the popularity of the website increases, then the traffic to the website will also increase. Network promotion is to a website had the effect of absoluteness, say to use network promotion recently so is crucial to the website. It will affect the development of the whole website.

3.1.1 search engine registration and ranking

Search engine promotion refers to the method of website promotion by using search engine, classified catalogue and other online retrieval information tools. We promote our website by logging into free classifiers, search engine optimization, keyword advertising, keyword bidding ranking, web content positioning advertising, etc. For consumers, using search engines to search for keywords is simple: enter a keyword and the search engine will list the results; Consumers click on links to these results and go to the corresponding website. So, setting up good keyword appears especially important, how to let the consumer can more easily find the "qi tea" website, need to perform site search engine optimization design, to achieve the purpose of the website promotion, website search engine optimization (seo) has a lot of kinds, the use of keywords is an effective method, can also by optimizing the site structure, the web page code and content make the full-text search engine friendly, to improve website natural ranking in the search results.

3.1.2 performance optimization

Search Engine Optimization (SEO) is a method of using the Search rules of a Search Engine to improve the ranking of a target site within a Search Engine. Deep understanding is: through SEO such a set of marketing ideas based on search engines, to provide ecological self-marketing solutions for the website, let the website in the industry to occupy the leading position, so as to obtain brand income. Many studies have found that search engine users tend to only pay attention to the first few items in the search results, so many websites hope to influence the ranking of search engines in various ways. Among them depend on the website of each kind of advertisement to make a living especially. By "search engine optimization," I mean to make a website more acceptable to search engines.

3.1.3 marketing

"Qi cha qi" information service platform is an information service platform, its start mainly by online college students. So our market is going to be a bit smaller. Our information service platform has just been established with little popularity and reputation. We will send our professional personnel to the market to introduce them. Make them understand our "qi cha qi" information service platform, let them know our

"qi cha qi" information service platform is a people-oriented service system. Let them know that all the staff of my service platform are college students. Because only in this way can they believe and understand us, maybe those college students have been cheated by intermediary companies in society. So they are not willing to trust our information service intermediary, such an effect has brought great pressure to our market promotion. However, our marketing personnel should be more important: how to reflect our information service platform is not false and deceptive. We have to show them our integrity, from those who are in college and graduate college students to believe in us, to understand us. Make it the most advertised part of our website. So that our website in a college park with our certain visibility. So those college students will promote our website out. Our service platform will be "active" throughout the campus. Our marketing purpose is: first let those college students to believe in us, and then they will help to promote our "qi cha qi" information service platform through classmates or friends.

3.2 Mid-term promotion of "qi cha qi" website

Suizhou website popularity increase, but there are a lot of people on our website or not understand. In the middle of the site promotion, we also through some software and links and other methods. Send our website to their personal hands, so that they click in, to learn more about our website. So that our website is integrated into their brains, and then those customers will slowly come to us.

3.2.1 software promotion

Using software promotion is the most convenient way to promote, can save a lot of time and energy, for the promotion of the early website is a good way. The common promotion software is: BBS group software, qq group software, mail group software, message this group software, search engine login software, through a large number of posts, can soon make your website information is seen by the people on the net and search engine attention. Now this method is feasible, because nowadays people like to play those BBS, email, QQ groups and so on. QQ group hair, because QQ is the net friends will open directly is the most direct method. QQ group hair as long as we on a QQ at will (the number of people to a little more) plus a QQ group, and then I can think I want to send things to the group, a group of total someone to see. Then "qi tea qi" information service platform has our traffic. But there's a certain amount of garbage in there. So before QQ group send we still want to clear our goal to join our want group. This method of promotion although no money, but the cost of human energy. Use email, BBS, etc. in the same way.

3.2.2 website alliance

Through the website alliance, a large area of advertising advertising, so that college

students (Internet users) click, according to the effective click amount to record fees. Although this way is simple, but is the industry recognized as an effective way to promote. In today's online society, information service platforms such as qi cha qi information service platform have many well-known websites on the Internet. 58.com has a high reputation in the online society. As long as I join the alliance with 58.com, more and more people will know about our website. We're going to talk to 58.com: we're going to put the qichaqi information service in a place on 58.com's home page and hyperlink to it. Then our staff will ask them to discuss the cost.

3.2.3 BBS weibo promotion

Now all walks of life are fiercely competitive "mess", every aspect of life can feel. BBS promotion here is definitely not in BBS a version of paste advertising, nor is the site address added in the signature and then crazy refresh, that is both consuming energy and the effect is not necessarily good. Nowadays, people in this online society prefer to play weibo or BBS. But they play BBS and micro blog have a disadvantage, they all put their own things happened today through micro blog or blog published. As long as our staff are looking at their computers every day to catch their posts about the quality of job hunting. We can contact them through weibo or blog. It takes a lot of effort, but it works. It's not like the market people are blowing and raining every day in the market. This method has a wide range and high probability.

3.2.4 index engine promotion

Search engine promotion is a marketing method to achieve high ranking in search engine results pages through search engine optimization, search engine ranking and research on the popularity and relevance of keywords. Search engine optimization is crucial to the ranking of a web site, because search engines collect information from crawlers (or spiders) and use complex algorithms (search engines have different algorithms and ranking methods) to determine the relevance and ranking of a web page for a particular search term. When customers search for relevant products or services in search engines, pages optimized by professional search engines can often achieve high rankings.

4. Late promotion of "qi cha qi" website

Website in the market has a certain position, we want to cooperate with newspapers and periodicals. Let them bring us the accurate comparison of customers. With the rapid development of the Internet, there are more and more such websites. So we have to build our brand, so that more customers to understand us.

4.1 Periodical promotion

Our primary market is college students. Not every university has its own weekly

periodical. And these periodicals are the hair of each dormitory, and the scope of viewing is very wide. Watching the crowd is more suitable for us and I want to market the crowd. Compared with written promotional materials, it can convey information by sound, video, pictures, animation and other ways. The medium of periodicals is completely market-oriented and student-oriented, fashionable and exquisite, with strong visual impact. But the periodical has the fast release target market accuracy, the periodical has the interactive strong easy to carry. Have a big impact on our target audience. The cost of the journal is still a bit high, but the target population is still more accurate.

4.2 Promotion of VIP members

Mainly through a series of means for potential users of marketing promotion, in order to increase the number of website members. 58.com, for example, has several websites with different domain names. How to convert traffic between these websites and how to make users interact with different channels of the website are the focus of VIP customers. We interact with users through sites like ours. Increase the number of members of our website through such people.

4.3 Brand promotion

Brand Promotion refers to a series of activities in which an enterprise builds its own Brand image and product image to be widely recognized by consumers. Brand promotion has two important tasks, one is to establish a good corporate and brand image, improve brand awareness, reputation and characteristics; The second is to eventually have the corresponding brand name information sales. The brand has been divided into four stages of development in different periods: introduction, growth, heyday and decline. The proposal of these four stages will have a lot of practical significance for the brand promotion of enterprises. Currently is the economic era of mutual attention, brand promotion must be promoted in the network in order to quickly and effectively improve brand awareness and reputation. Brand is the visibility of a company, as long as the company put their own brand their visibility do loud, then our customers will believe us. However, our company has a foothold in the campus and the market.

5. The conclusion

The long-term strategic goal of information service platform is not limited to college students, but the whole society. As we all know, in the past, when we wanted to sell something, we often sold it on the market, which is an old method. We have entered the 21st century, that is, we have entered the Internet age. The former mode of

information dissemination has not kept up with the current network information dissemination: if we put the market information dissemination as a stream and lake slowly spread, and twenty time information network era that is the noon sun, shining the earth. So our information platform is already sitting on the shoulders of giants. So the development of e-commerce is unlimited. So the future of our information services is bright.

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