

搜尋引擎最佳化技術應用於城市國際行銷之研究與設計-以新竹市政府為例

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摘要

As the Internet has become the important mediator between global cities and world, the competitive model of cities has changed gradually. This study used Search Engine Optimization to design a standard operation process of City's International Marketing Information Announcement System. It was expected to create the contents of web pages automatically, raise the websites' Indexed Pages in search engines, and the websites' ranks of search results in mainstream search engines such as Google and Yahoo. This study used www.CityTour.tw as an experimental website which was established by WhyPark.com. This experimental website had employed Search Engine Optimization by using the keyword of "HsinChu Citytour" in Google and Yahoo from August 20th to September 28th, 2008. The result showed that www.CityTour.tw got first and second rank in both search engines. The research suggests that HsinChu City Government should use a unique domain name to establish an English travel information website for foreign tourists. In addition, every page could be included in search engines by utilizing Search Engine Optimization. This method could also increase the probabilities of clicking by foreign tourists.

The purpose of this study
is to apply WhyPark.com system and Search Engine Optimization to create a
website for
improving city competitiveness by spending fewest money and labor force.

關鍵字：Search Engine Marketing, Search Engine Optimization, City
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