



Internet'te Pazarlama

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Pazarlama Taktikleri

- Halkla ilişkiler
- Reklâm
- Doğrudan posta
- Telepazarlama
- İnternet



Internet - Büyüklük

❖ Kullanıcı sayısı

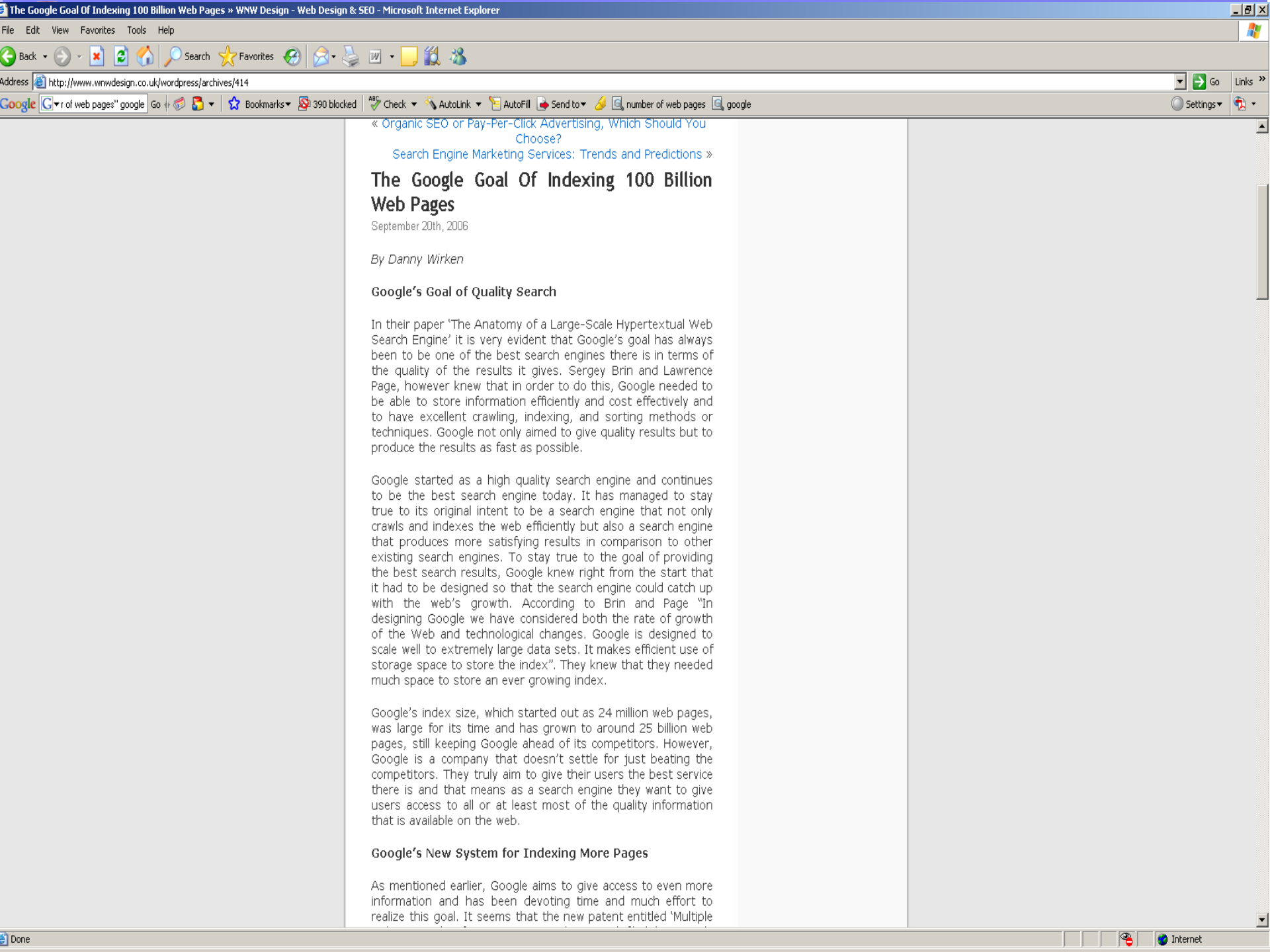
- ❖ 665 milyon (International Telecommunications Union, 2002)
- ❖ 888 milyon (Internet World Stats, 2005)
- ❖ 1.7 milyardan fazla (Internet World Stats, 2009)
- ❖ 1.966.514.816 (Internet World Stats, 2010)
- ❖ 2.095.006.005 (Internet World Stats, 2011)

❖ Ev sahipliği yapan bilgisayar sayısı

- ❖ 489.774.269 (Internet Systems Consortium, 2007)

❖ Adreslenebilir Web sayfası sayısı

- ❖ 8 milyardan fazla (Google-2005)



[« Organic SEO or Pay-Per-Click Advertising, Which Should You Choose?](#)

[Search Engine Marketing Services: Trends and Predictions »](#)

The Google Goal Of Indexing 100 Billion Web Pages

September 20th, 2006

By Danny Wirken

Google's Goal of Quality Search

In their paper 'The Anatomy of a Large-Scale Hypertextual Web Search Engine' it is very evident that Google's goal has always been to be one of the best search engines there is in terms of the quality of the results it gives. Sergey Brin and Lawrence Page, however knew that in order to do this, Google needed to be able to store information efficiently and cost effectively and to have excellent crawling, indexing, and sorting methods or techniques. Google not only aimed to give quality results but to produce the results as fast as possible.

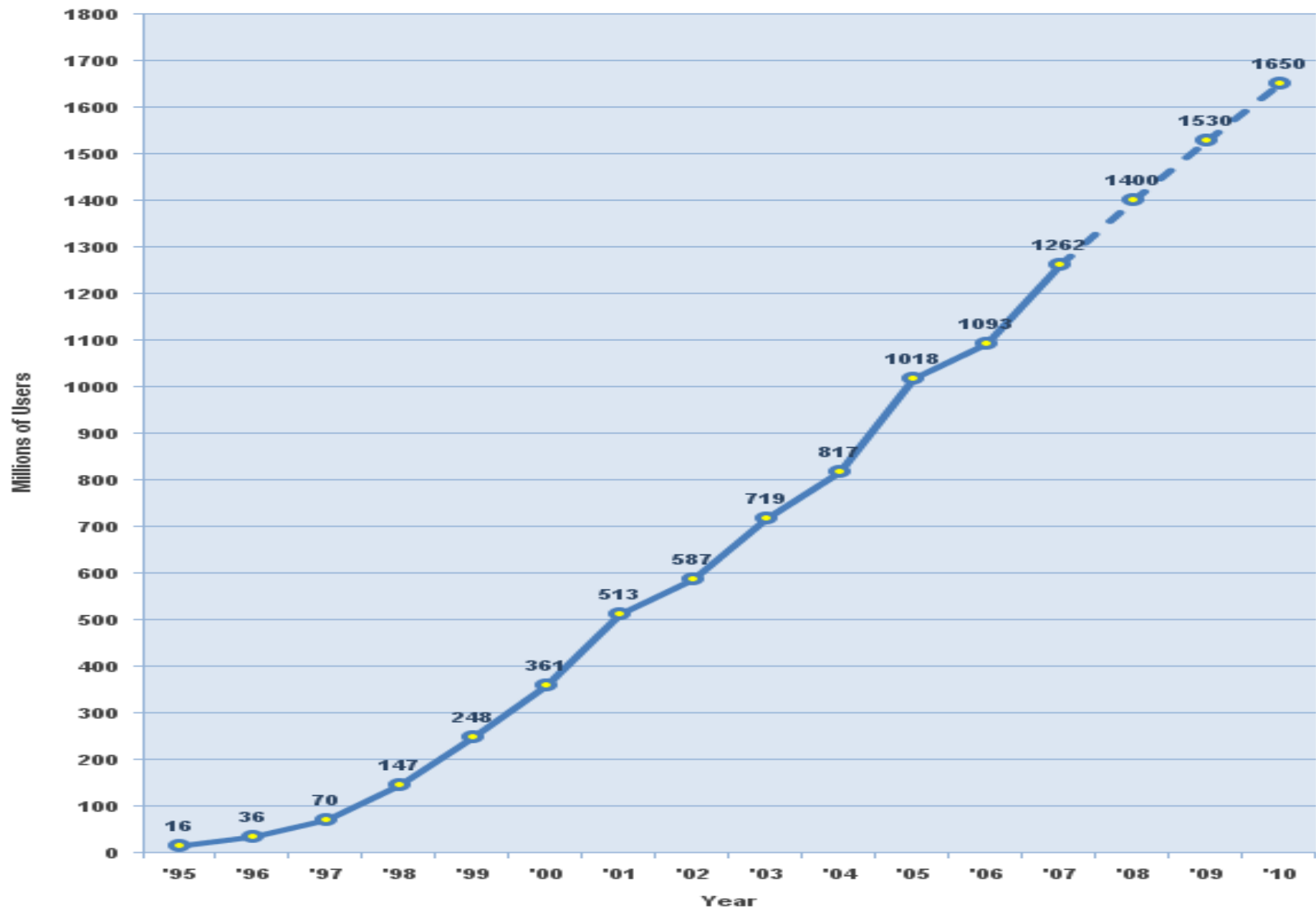
Google started as a high quality search engine and continues to be the best search engine today. It has managed to stay true to its original intent to be a search engine that not only crawls and indexes the web efficiently but also a search engine that produces more satisfying results in comparison to other existing search engines. To stay true to the goal of providing the best search results, Google knew right from the start that it had to be designed so that the search engine could catch up with the web's growth. According to Brin and Page "In designing Google we have considered both the rate of growth of the Web and technological changes. Google is designed to scale well to extremely large data sets. It makes efficient use of storage space to store the index". They knew that they needed much space to store an ever growing index.

Google's index size, which started out as 24 million web pages, was large for its time and has grown to around 25 billion web pages, still keeping Google ahead of its competitors. However, Google is a company that doesn't settle for just beating the competitors. They truly aim to give their users the best service there is and that means as a search engine they want to give users access to all or at least most of the quality information that is available on the web.

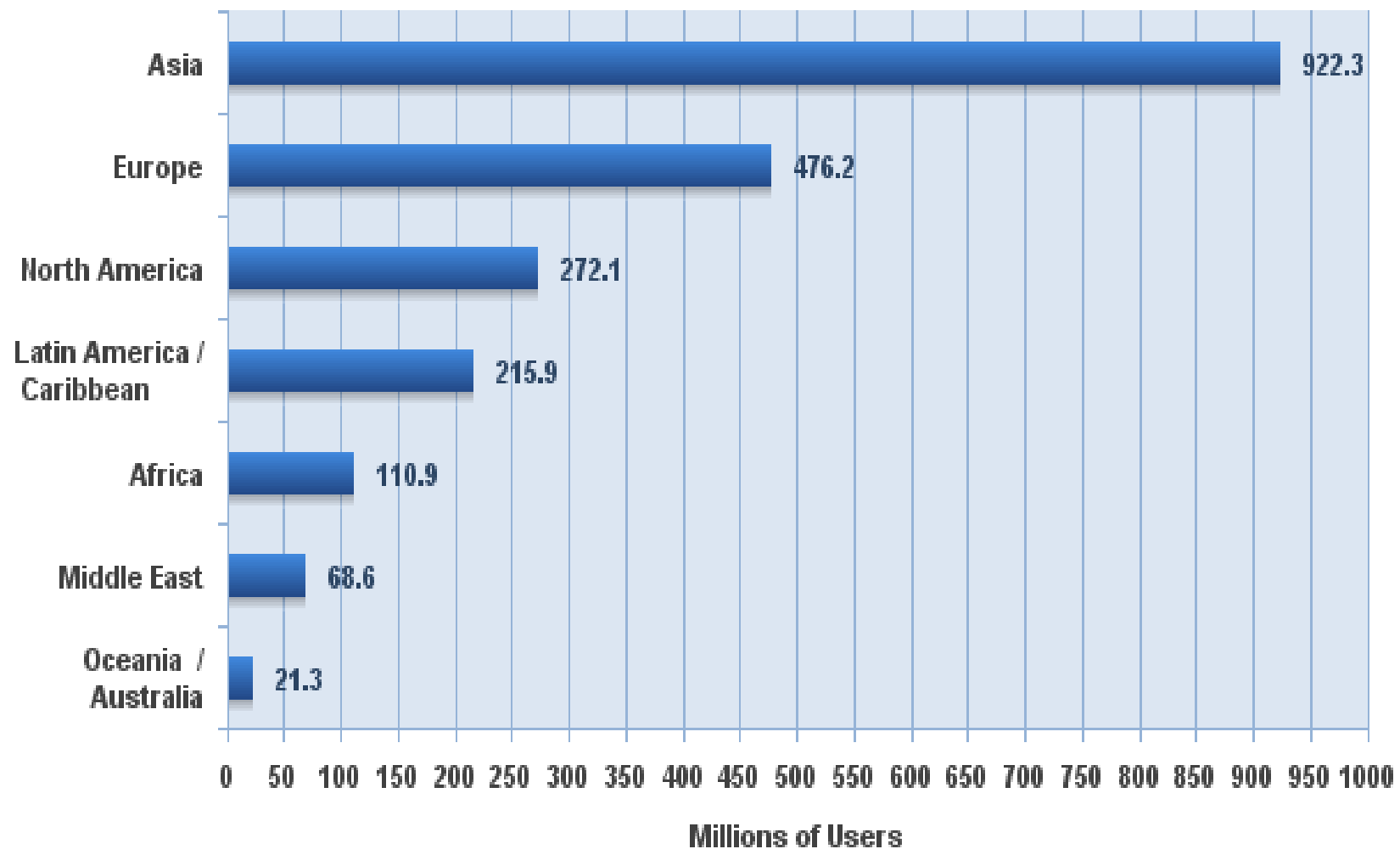
Google's New System for Indexing More Pages

As mentioned earlier, Google aims to give access to even more information and has been devoting time and much effort to realize this goal. It seems that the new patent entitled 'Multiple

Internet Users in the World Growth 1995 - 2010



Internet Users in the World by Geographic Regions - 2011

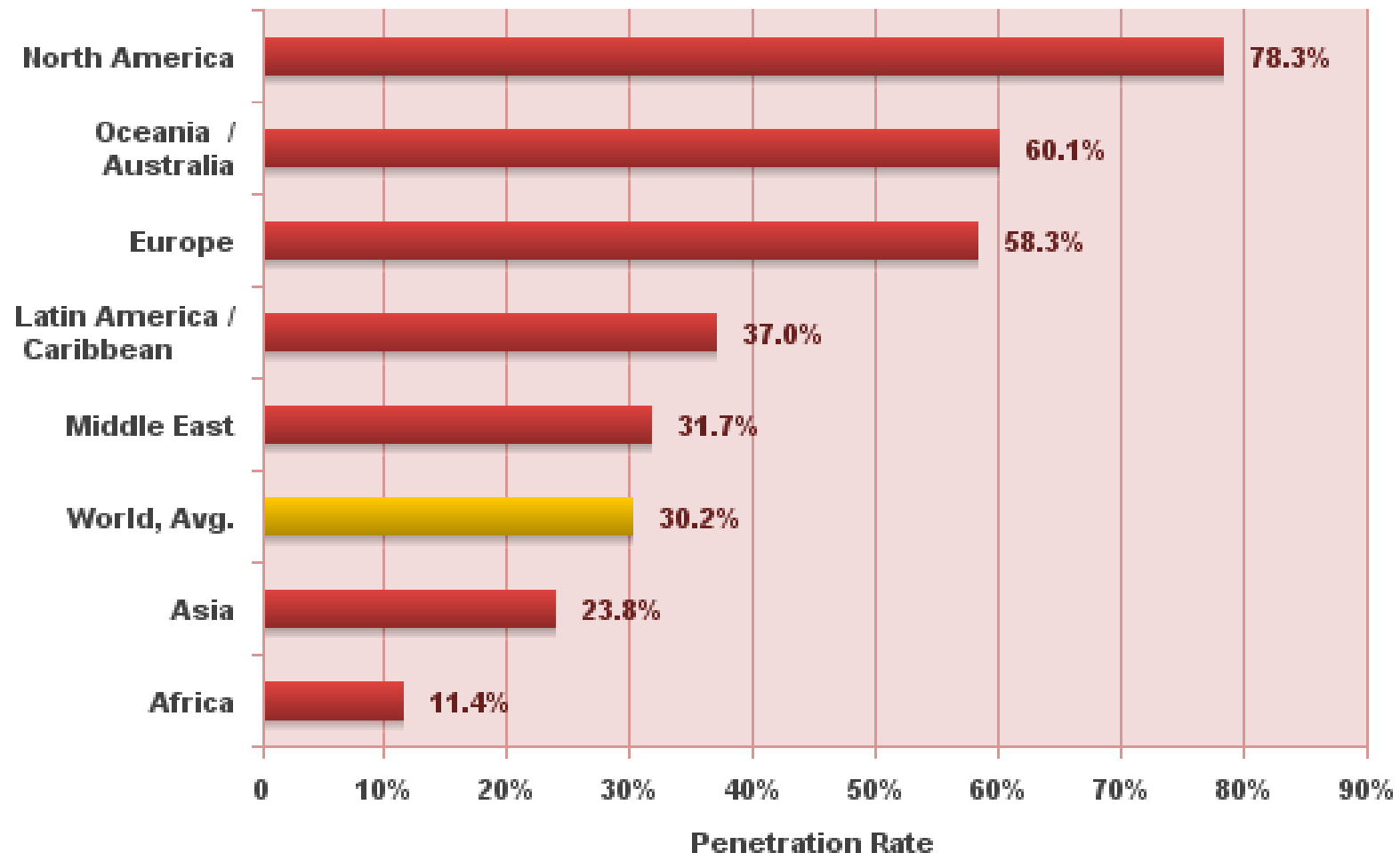


Source: Internet World Stats - www.internetworldstats.com/stats.htm

Estimated Internet users are 2,095,006,005 on March 31, 2011

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World Internet Penetration Rates by Geographic Regions - 2011



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Penetration Rates are based on a world population of 6,930,055,154
and 2,095,006,005 estimated Internet users on March 31, 2011.
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INTERNET USAGE STATISTICS

The Internet Big Picture

World Internet Users and Population Stats

WORLD INTERNET USAGE AND POPULATION STATISTICS

March 31, 2011

World Regions	Population (2011 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000-2011	Users % of Table
Africa	1,037,524,058	4,514,400	118,609,620	11.4 %	2,527.4 %	5.7 %
Asia	3,879,740,877	114,304,000	922,329,554	23.8 %	706.9 %	44.0 %
Europe	816,426,346	105,096,093	476,213,935	58.3 %	353.1 %	22.7 %
Middle East	216,258,843	3,284,800	68,553,666	31.7 %	1,987.0 %	3.3 %
North America	347,394,870	108,096,800	272,066,000	78.3 %	151.7 %	13.0 %
Latin America / Carib.	597,283,165	18,068,919	215,939,400	36.2 %	1,037.4 %	10.3 %
Oceania / Australia	35,426,995	7,620,480	21,293,830	60.1 %	179.4 %	1.0 %
WORLD TOTAL	6,930,055,154	360,985,492	2,095,006,005	30.2 %	480.4 %	100.0 %

NOTES: (1) Internet Usage and World Population Statistics are for March 31, 2011. (2) CLICK on each world region name for detailed regional usage information. (3) Demographic (Population) numbers are based on data from the [US Census Bureau](#) . (4) Internet usage information comes from data published by [Nielsen Online](#), by the [International Telecommunications Union](#), by [GfK](#), local Regulators and other reliable sources. (5) For definitions, disclaimer, and navigation help, please refer to the [Site Surfing Guide](#). (6) Information in this site may be cited, giving the due credit to www.internetworldstats.com. Copyright © 2001 - 2011, Miniwatts Marketing Group. All rights reserved worldwide.

http://www.internetworldstats.com/stats4.htm

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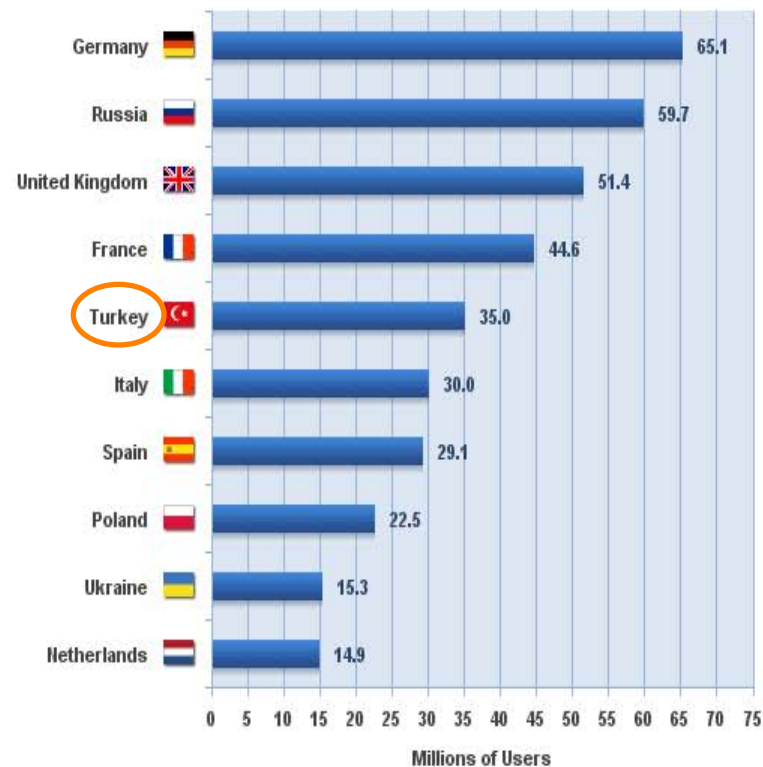
Google Search

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Europe Internet Usage Stats and Population Statis...

Ads by Google

Internet Top 10 Countries in Europe June 2010



Source: Internet World Stats - www.internetworldstats.com/stats4.htm
Basis: 475,069,448 estimated Internet Users in Europe on June 30, 2010
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http://www.internetworldstats.com/stats4.htm#europe

Google

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Share

Sidewiki

Bookmarks

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Europe Internet Usage Stats and Population Statistics...

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Internet Usage in Europe

EUROPE	Population (2010 Est.)	Internet Users, Latest Data	Penetration (% Population)	User Growth (2000-2010)	% Users Europe
Albania	2,986,952	1,300,000	43.5 %	51,900.0 %	0.3 %
Andorra	84,525	67,200	79.5 %	1,244.0 %	0.0 %
Austria	8,214,160	6,143,600	74.8 %	192.6 %	1.3 %
Belarus	9,612,632	4,436,800	46.2 %	2,364.9 %	0.9 %
Belgium	10,423,493	8,113,200	77.8 %	305.7 %	1.7 %
Bosnia-Herzegovina	4,621,598	1,441,000	31.2 %	20,485.7 %	0.3 %
Bulgaria	7,148,785	3,395,000	47.5 %	689.5 %	0.7 %
Croatia	4,486,881	2,244,400	50.0 %	1,022.2 %	0.5 %
Cyprus	1,102,677	433,800	39.3 %	261.5 %	0.1 %
Czech Republic	10,201,707	6,680,800	65.5 %	568.1 %	1.4 %
Denmark	5,515,575	4,750,500	86.1 %	143.6 %	1.0 %
Estonia	1,291,170	969,700	75.1 %	164.5 %	0.2 %
Faroe Islands	49,057	37,500	76.4 %	1,150.0 %	0.0 %
Finland	5,255,695	4,480,900	85.3 %	132.5 %	0.9 %
France	64,768,389	44,625,300	68.9 %	425.0 %	9.4 %
Germany	82,282,988	65,123,800	79.1 %	171.3 %	13.7 %
Gibraltar	28,877	20,200	70.0 %	1,162.5 %	0.0 %
Greece	10,749,943	4,970,700	46.2 %	397.1 %	1.0 %

http://www.internetworldstats.com/stats4.htm#europe					
Google					
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Favorites IWS Europe Internet Usage Stats and Population Statis...					
Macedonia	2,012,000	1,001,400	51.0 %	5,424.7 %	0.2 %
Malta	406,771	240,600	59.1 %	501.5 %	0.1 %
Man, Isle of	83,859	--	--	--	0.0 %
Moldova	4,317,483	1,295,000	30.0 %	5,080.0 %	0.3 %
Monaco	30,586	23,000	75.2 %	228.6 %	0.0 %
Montenegro	666,730	294,000	44.1 %	0.0 %	0.1 %
Netherlands	16,783,092	14,872,200	88.6 %	281.3 %	3.1 %
Norway	4,676,305	4,431,100	94.8 %	101.4 %	0.9 %
Poland	38,463,689	22,450,600	58.4 %	701.8 %	4.7 %
Portugal	10,735,765	5,168,800	48.1 %	106.8 %	1.1 %
Romania	21,959,278	7,786,700	35.5 %	873.3 %	1.6 %
Russia	139,390,205	59,700,000	42.8 %	1,825.8 %	12.6 %
San Marino	31,477	17,000	54.0 %	580.0 %	0.0 %
Serbia	7,344,847	4,107,000	55.9 %	926.8 %	0.9 %
Slovakia	5,470,306	4,063,600	74.3 %	525.2 %	0.9 %
Slovenia	2,003,136	1,298,500	64.8 %	332.8 %	0.3 %
Spain	46,505,963	29,093,984	62.6 %	440.0 %	6.1 %
Svalbard & Jan Mayen	2,481	--	--	--	0.0 %
Sweden	9,074,055	8,397,900	92.5 %	107.5 %	1.8 %
Switzerland	7,623,438	5,739,300	75.3 %	168.9 %	1.2 %
Turkey	77,804,122	35,000,000	45.0 %	1,650.0 %	7.4 %
Ukraine	45,415,596	15,300,000	33.7 %	7,550.0 %	3.2 %
United Kingdom	62,348,447	51,442,100	82.5 %	234.0 %	10.8 %
Vatican City State	829	93	11.2 %	0.0 %	0.0 %
TOTAL Europe	813,319,511	475,069,448	58.4 %	352.0 %	100.0 %



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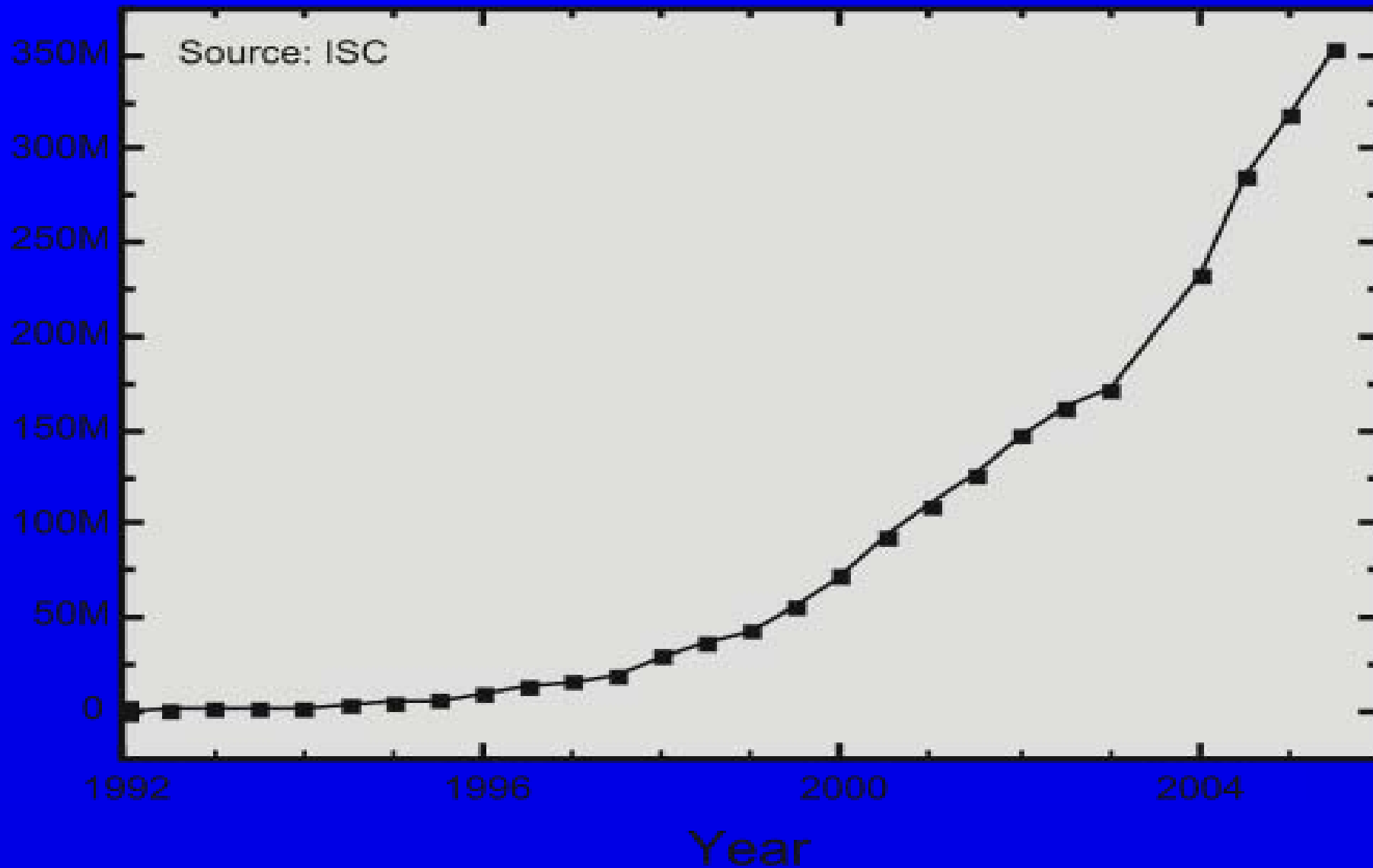


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Number of Internet Hosts



INTERNET SYSTEMS CONSORTIUM

ISC Domain Survey: Number of Internet Hosts

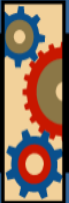
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SERVICES
OPERATIONS
PUBLICATIONS
RESOURCES
COMPANY STORE
ABOUT ISC

Date	Hosts	Adjusted Counts	Source
08/1981	213	N/A	host table
05/1982	235	N/A	
08/1983	562	N/A	
10/1984	1,024	N/A	
10/1985	1,961	N/A	
02/1986	2,308	N/A	
11/1986	5,089	N/A	
12/1987	28,174	N/A	old domain survey
07/1988	33,000	N/A	
10/1988	56,000	N/A	
01/1989	80,000	N/A	
07/1989	130,000	N/A	
10/1989	159,000	N/A	
10/1990	313,000	N/A	
01/1991	376,000	N/A	
07/1991	535,000	N/A	
10/1991	617,000	N/A	
01/1992	727,000	N/A	
04/1992	890,000	N/A	
07/1992	992,000	N/A	
10/1992	1,136,000	N/A	
01/1993	1,313,000	N/A	
04/1993	1,486,000	N/A	
07/1993	1,776,000	N/A	
10/1993	2,056,000	N/A	
01/1994	2,217,000	N/A	

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PRIVACY STATEMENT



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INTERNET SYSTEMS CONSORTIUM

07/1993	1,776,000	N/A
10/1993	2,056,000	N/A
01/1994	2,217,000	N/A
07/1994	3,212,000	N/A
10/1994	3,864,000	N/A
01/1995	4,852,000	5,846,000
07/1995	6,642,000	8,200,000
01/1996	9,472,000	14,352,000
07/1996	12,881,000	16,729,000
01/1997	16,146,000	21,819,000
07/1997	19,540,000	26,053,000
01/1998	29,670,000	N/A
07/1998	36,739,000	N/A
01/1999	43,230,000	N/A
07/1999	56,218,000	N/A
01/2000	72,398,092	N/A
07/2000	93,047,785	N/A
01/2001	109,574,429	N/A
07/2001	125,888,197	N/A
01/2002	147,344,723	N/A
07/2002	162,128,493	N/A
01/2003	171,638,297	N/A
01/2004	233,101,481	N/A
07/2004	285,139,107	N/A
01/2005	317,646,084	N/A
07/2005	353,284,187	N/A
01/2006	394,991,609	N/A
07/2006	439,286,364	N/A
01/2007	433,193,199	N/A
07/2007	489,774,269	N/A

new domain survey

Internet Systems Consortium | July 2010 Domain Survey - Windows Internet Explorer

http://ftp.isc.org/www/survey/reports/2010/07/

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Internet Domain Survey, July 2010

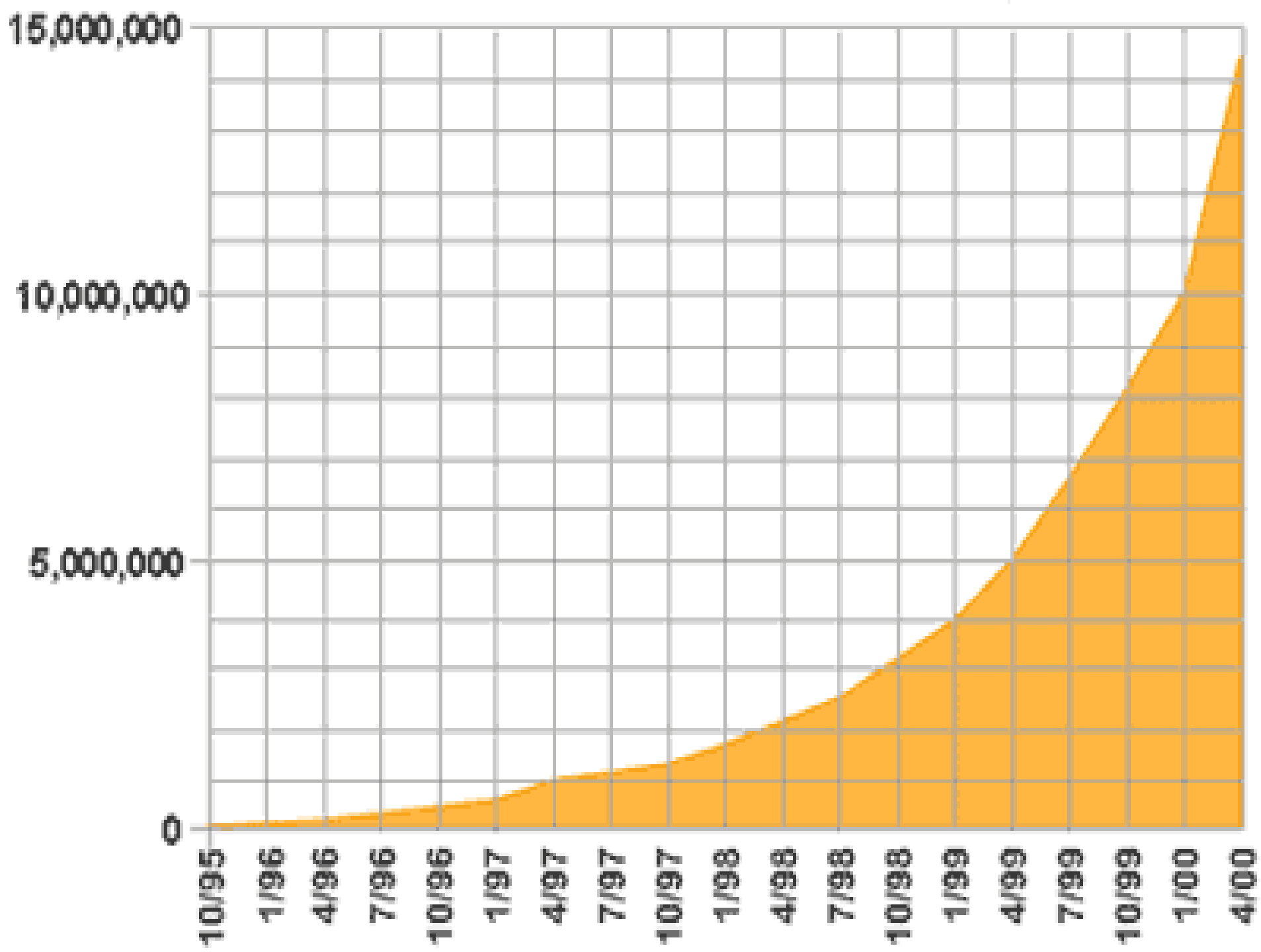
Number of Hosts advertised in the DNS

Date	Survey Host Count	Adjusted Host Count	Replied To Ping*
Jul 2010	768,913,036		-
Jan 2010	732,740,444		-
Jul 2009	681,064,561		-
Jan 2009	625,226,456		-
Jul 2008	570,937,778		-
Jan 2008	541,677,360		-
Jul 2007	489,774,269		-
Jan 2007	433,193,199		-
Jul 2006	439,286,364		-
Jan 2006	394,991,609		-
Jul 2005	353,284,187		-
Jan 2005	317,646,084		-



Web Sitesi Sayıları

❖ 6/93	130
❖ 12/93	623
❖ 6/94	2.738
❖ 12/94	10.022
❖ 6/95	23.500
❖ 1/96	100.000 (Gray 1996)





Doğrudan Pazarlama Aracı Olarak Internet

Doğrudan pazarlama

Müşteriye daha çabuk ve daha etkin ulaşım

Müşteriye ulaşma maliyetini düşürme

İki önemli etken

1. Satıcı ile müşteri arasındaki ilişki
2. Satıcının beklediği davranış



Diğer Doğrudan Pazarlama Teknikleri

- ❖ Yüzyüze satış
- ❖ Mektupla pazarlama
- ❖ Telefonla pazarlama
- ❖ Doğrudan cevaplı tv pazarlaması
- ❖ Katalogla pazarlama
- ❖ Kiosk pazarlama



Geleneksel Pazarlamadan Internet'te Pazarlamaya Geçiş

Telefonla Pazarlama

Kısa süreli iki yönlü iletişim

Maliyet düşük

Telefon görüşmesi için zaman kullanımı gerekli

Hedef kitlesi belli ve sınırlı

Satışa yönelik

Büyük kampanyalar için kullanımı zor

Internet'te Pazarlama

Sürekli iki yönlü iletişim

Maliyet çok düşük

Sürekli zaman kullanımı söz konusu değil, zaman kaybı en alt düzeyde

Çok geniş bir kitleye yönelik

Bilgi verme ve tanıtıma yönelik

Büyük kampanyalar için kullanımı kolay



Internet'te Pazarlama: Temel Özellikler

- ❖ Bilgi sunma
- ❖ Yoğun iletişim
- ❖ Karşılıklı etkileşim (Kırçova 1999)



Internet'te Pazarlama İçin Gerekenler

- ❖ Donanım (bilgisayar, sunucu)
- ❖ Yazılım
- ❖ Personel
- ❖ Potansiyel müşterilerin (kullanıcıların) Internet okur-yazarı olması



Internet'te Pazarlamanın Avantajları

- ❖ Maliyet
- ❖ Zaman
- ❖ Etkileşim
- ❖ Uluslararası erişim



Web Sitelerinin Erişilebilirliği

- ❖ Sitenizin ayakta tutulması
 - ❖ Ölü bağlantılar
 - ❖ “404 not found”
- ❖ Sitenizin başkaları tarafından fark edilmesi
 - ❖ İyi bir URL adresi
 - ❖ Ödeme yapmak
 - ❖ Tanıtım
 - ❖ İçeriğin tanımlanması – üst veri



Üst Veri

Ne? Ne Zaman? Nerede?

- ❖ “Data about data”
- ❖ “Web kaynakları ya da diğer şeyler hakkında makinece anlaşılabilir bilgi”
- ❖ 1995
- ❖ W3C (World Wide Web Consortium) tarafından gerçekleştirilen PICS (Platform for Internet Content Selection) çalışması



Niçin Üst Veri?

- ❖ Çok fazla bilgi var ve hızla artıyor
- ❖ Erişim problemleri
 - Tüm bilgiler herkesin erişimine açık değil
 - Kaynakların adresleri değişiyor ya da yok oluyor
 - Erişim araçları yetersiz
 - Web'in dizinlenmesi: Northernlight %16 AltaVista %15,5 HotBot %11,3 Google %7,8 Yahoo %7,4...
- ❖ Internet'te fark edilebilmek



Üst Veri Türleri

- ❖ İdari
- ❖ Koruma
- ❖ Teknik
- ❖ Kullanım
- ❖ Tanımlayıcı



Üst Veri Türleri

Tür	Tanım	Örnek
İdari (administrative)	Bilgi kaynaklarının yönetiminde kullanılan metadata	Sağlama bilgileri
Tanımlayıcı (descriptive)	Bilgi kaynaklarını tanımlama ve kimliklemede kullanılan metadata	Katalog kayıtları
Koruma (preservation)	Bilgi kaynaklarının korunmasına ilişkin metadata	Kaynakların fiziksel ve dijital korunmasına yönelik eylemlerin dokümantasyonu
Teknik (technical)	Sistemin nasıl çalışacağı veya metadata'nın nasıl kullanılacağına ilişkin metadata	Yazılım ve donanım dokümantasyonu, sayısallaştırma bilgisi (formatı, sıkıştırma oranı, güvenlik verisi gibi).
Kullanım (use)	Bilgi kaynaklarının kullanım türü ve düzeyine ilişkin metadata	Kullanım ve kullanıcıyı izleme, bilginin birden fazla formatta tutulması (html, pdf gibi).



Üst Veri Standartları/Projeleri

- ❖ Sanat ve edebiyat ile ilgili olanlar
 - ❖ Categories for the Description of Works of Art
 - ❖ Art, Design, Architecture and Media Information Gateway
 - ❖ Project Runeberg
- ❖ Yeruzaysal konular ile ilgili olanlar
 - ❖ Content Standard for Digital Geospatial Metadata
 - ❖ Directory Interchange Format
 - ❖ Australian Spatial Data Infrastructure

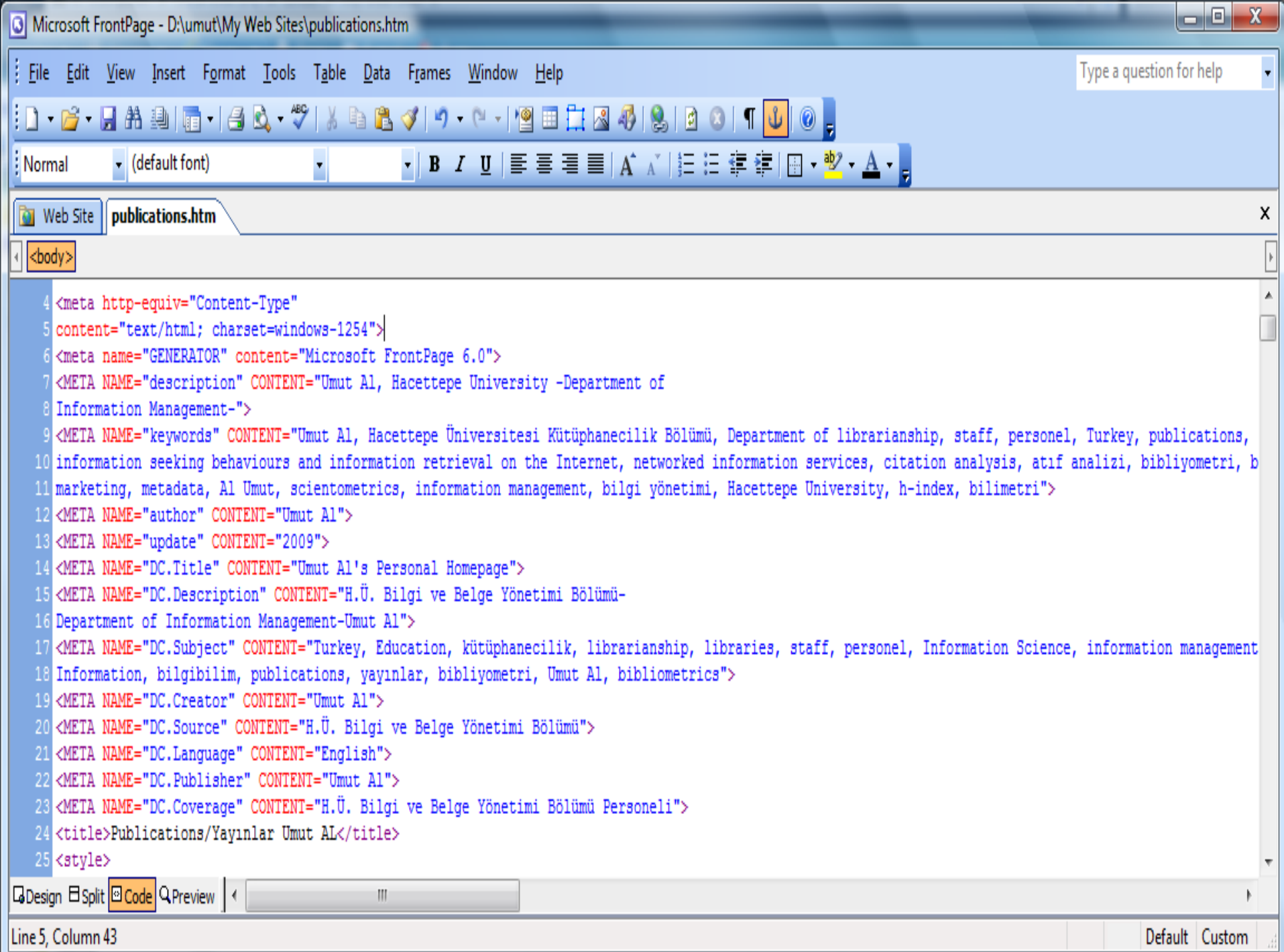


Dublin Core

- ❖ Ortaya çıkış yılı 1995
- ❖ Konu ve kaynak tipi ayrımı gözetmiyor
- ❖ Kullanım alanı diğerlerine oranla daha yaygın
- ❖ Bilgi kaynaklarını tanımlamak için 15 öge kullanıyor

Articles

- Umut Al, "[Türkiye'nin Göreli Atf Etkisi Üzerine Bilimetric Bir Çalışma](#)" (A Scientometric Study on Relative Citation Impact of Turkey). *Bilgi Dünyası*, 10(2): 231-244, Ekim 2009.
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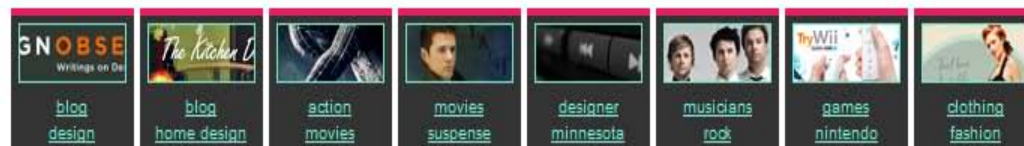


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The new feature was launched recently by Swedish start-up [Polar Rose](#). It lets users import all their

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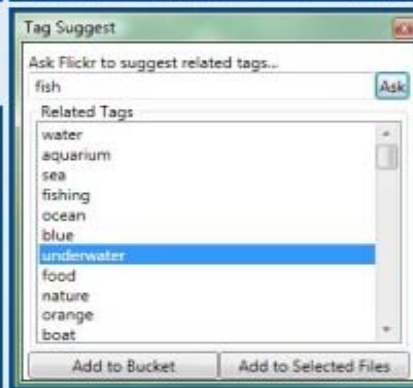
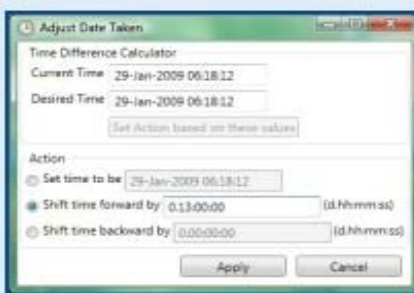
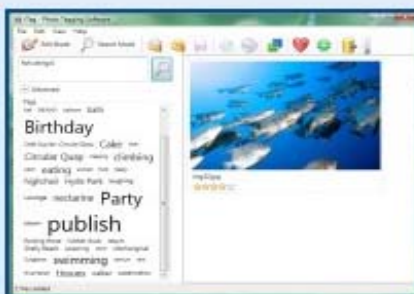
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