

# CLUB *OF* BOLOGNA

*strategies for the development of agricultural mechanisation*

<http://www.clubofbologna.org/>

## 28<sup>th</sup> Annual Meeting of the Club of Bologna

***“New technologies and services for agricultural machinery: challenges and limits”***

***10-11 November, 2018***

## SG. 2 - DISSEMINATION

Danilo Monarca

## Study Group 2 - *Dissemination*

This SG has the main aim of increasing the visibility of the CoB activities and particularly the contact among agricultural machinery manufacturers and research organization.



## Example of CoB FM card to be insert in the CoB Website

	<p><b>Marco FIALA</b> - June 8, 1957</p> <p>Membership: 2008 Full Member Secretary General</p>
<p>Agency/Organization</p> <p>Address – Mail code &amp; City COUNTRY Web site</p>	<p>University of Milan Department Agricultural and Environmental Sciences</p> <p>via G. Celoria, 2 - 23881 Milano ITALY <a href="http://www.disaa.unimi.it/ecm/home">http://www.disaa.unimi.it/ecm/home</a></p>
<p>E-mail Phone (international call) Skype</p>	<p><a href="mailto:marco.fiala@unimi.it">marco.fiala@unimi.it</a> +39 02 503 16868 <a href="https://www.skype.com/user/marco.fiala">marco.fiala</a></p>
<p>Research fields (max n.3)</p>	<ol style="list-style-type: none"> <li>1) Application of LCA to agro-food processes and mechanization</li> <li>2) Use of biomass-to-energy processes in agriculture</li> <li>3) Agricultural machines and mechanization</li> </ol>
<p>Research activities key-words (max n.3)</p>	<ol style="list-style-type: none"> <li>1) Life Cycle Assessment (LCA)</li> <li>2) Biomass-to-energy</li> <li>3) Machinery and mechanization</li> </ol>



## The Keywords List

Selecting the ASABE keywords sheet and inserting few other words a "restricted list" sheet have been set up. The ASABE list contains about 3000 keywords. The list now contains 295 keywords, but could be further reduced, with other unifications.

The proposal is to create a dynamic database, leaving each one the choice of 3-4 existing words, and the possibility of inserting 1-2 new ones.



27 October 2018

### [Agenda of the "28th Club of Bologna Meeting"](#)

The **Agenda** of the next 28<sup>th</sup> Club of Bologna Members' meeting (Bologna, EIMA International, 10-11 November 2018, Pavillon 36, Sintonia Hall) is on line! (click [below](#) the title of the News).

## Our website - objectives

- Improve visibility
- Increase the number of visitors
- Make it more dynamic



### 1) SEARCH KEYWORDS

This step is among the most underrated, but for sure it is the most important. In fact, the outcome of the keyword research determines the type of actions that the webmaster must undertake once a list of keywords has been created for which Internet visibility is sought (e.g. Engineering, agricultural, biosystems, machinery...)

### 2) WEB SITE STRUCTURE

Once established the list of keywords, it is necessary to think about how to organize the structure of the website.

### 3) On Site OPTIMIZATION

What we need to do is to make the search engines understand what a page is talking about and for what terms it is optimized. When we make a page, we have to think about the visiting user.



## 4) LINK BUILDING

It makes the difference between a normal site and a successful site.

Google refers to many other factors to determine the ranking of sites, as shown on this page, but all together are not worth how much the number of direct links to a site may be worth, especially if these are of a certain type.

How do I get these links?

### A) Content

If the content of the site is not interesting, it is not original, it is not updated, it will not affect anyone.

### B) Internal links

Start creating links, right from our own site.

### C) Comments

Many sites or blogs allow us to enter our internet address.

### D) Forum

Identify and participate in relevant thematic forums.

### E) Publish on other sites

Publish an article on a blog of another webmaster, or send a video to YouTube, an article or a pdf to other sites and insert the link to the site in the description.





## 5) SOCIAL MARKETING

More traffic and visibility using the main social networks like Facebook, Twitter, Google + and others.

The correct use of these social networks can be a great source of traffic.



# OTHER DISSEMINATION ACTIVITIES

- SEMINARS
- PRIZES
- INTERVIEWS
- SPONSORSHIP OF EVENTS





*thanks for your kind attention*

	Ditta	
1	CHECCHI & MAGLI Srl	Pad 31 Stand B/13
2	HORTECH Srl	Pad 31 Stand B/1
3	GUARESI SpA	Pad 29 Stand A/11
4	FERRARI COSTRUZIONI MECCANICHE Srl	Pad 26 Stand A/41
5	ORTOMECH Srl	Pad 26 Stand A/50
6	FEDELE MARIO - Costruzioni Meccaniche	Pad 26 Stand A/32
7	J.J. BROCH S.L.	Pad 25ter Stand B/14