

FOODTECH INTERNATIONAL

THE ESSENTIAL PORTAL FOR THE FOOD TECHNOLOGY INDUSTRY

THE PORTAL

FOODTECH INTERNATIONAL contains information on the latest products and developments in the food technology, production, processing, packaging and distribution sectors. It is designed to provide food technologists, scientists, engineers and senior management across the whole spectrum of the food industry with details of new developments, the latest advances in technology, management issues and environmental matters.

INTERNATIONAL COVERAGE

In today's fast-moving world, the Internet is the most powerful and dynamic medium available to marketers and users. There is no more effective way of keeping one's promotional material in front of potential purchasers while at the same time ensuring that it is targeted and up to date. With a mix of Product Listings, Technical Papers, News and Press Releases, **FOODTECH INTERNATIONAL** is the first port of call for companies all over the world who are seeking information on Food Science and Technology.



COMPANY PROFILE

Entrants in **FOODTECH INTERNATIONAL** may include up to 1200 words of text together with three images, company logo, full contact details and website address, from which a hyper-link is set up direct to the entrant's own website. Company Profiles are displayed under the Product or Service relevant to the entrant and can be updated as many times as required. Products and Services that are listed on **FOODTECH INTERNATIONAL** are submitted for search engine optimisation to ensure that entrants receive the maximum number of enquiries from potential customers.

SEARCH ENGINE MARKETING

The Internet is arguably the most important tool for finding information quickly. It is therefore essential that your company appears high on search engine rankings, as only the first few results returned by a search engine are ever actually visited. We will work with you to ensure that your Company Profile is optimised for the search engines, to enable your company to achieve the highest achievable rankings on **GOOGLE** – the world's number one search engine – as well as on all other search engines.

All search engine studies have shown that the single most important and reliable method to improve the ranking of your own website is to have links *into* your site from relevant, highly ranked sites, such as **FOODTECH INTERNATIONAL**. Search engine algorithms identify these links, assessing their importance and will reflect this in the subsequent ranking of your website.

To further ensure that you get the maximum amount of targeted traffic to your company's own website we will:-

- Identify the best combination of keywords for your business and create the relevant <title> and other meta tags based on our research.
- Edit the text of your Company Profile to ensure the correct balance of keywords for optimal search engine visibility.
- As a high-ranking site, **GOOGLE** regularly visits the **FOODTECH INTERNATIONAL** website, thus maintaining your highly-ranked presence on their search engine.

Aside from driving more targeted traffic to your website, achieving high search engine rankings provides an extremely powerful and cost-effective method of building brand awareness.

85% of all Internet searches are conducted through GOOGLE.

PROMOTION - INFORMATION - OPTIMISATION

ARTICLES

FOODTECH INTERNATIONAL contains numerous learned papers on a wide range of topics of major importance to food technologists and scientists. This fund of knowledge, which is sourced from independent experts in their fields, and updated regularly, adds to the weight and usefulness of the site. Contributors include major international institutions such as the World Health Organisation, U.S.FDA/Center for Food Safety and Applied Nutrition, and The Food Standards Agency.



PRESS RELEASES

Entrants subscribing to the fully inclusive program may submit up to 12 Press Releases a year to **FOODTECH INTERNATIONAL**. These may include up to 600 words and four images. Press Releases appear in a dedicated area of the site in chronological order and are hyperlinked to each entrant's own Profile on the site.

WHO'S WHO?

An additional feature of **FOODTECH INTERNATIONAL** is the inclusion of a WHO'S WHO? Section. This contains mini-biographies of leading lights within the industry both from the commercial and institutional sectors. Entrants subscribing to the fully inclusive program may submit up to three biographies, each with an image, for inclusion in this Section.

REGISTRATION

A registration mechanism is included in the site to enable users to obtain regular updates of newly posted Profiles, Articles and Press Releases. Each month, an e-mail is sent to all subscribers giving details of these additions with links to relevant sites. This is a further means of generating traffic to Entrants' own sites.



WHO ARE WE?

FOODTECH INTERNATIONAL is a product of Sovereign Publications Limited, leading international publishers of books, magazines and web-sites. We have been established since 1997, and the experience of our Management team spans more than 25 years in international publishing. Our web site can be found at www.sovereign-publications.com

Among our titles is The International Review of Food Science and Technology, which we publish on behalf of the International Union of Food Science and Technology (IUFoST).

In addition, we publish across a wide range of industries including Defence, Automotive, Airports, Finance, Management, Packaging and Hospitals, both independently and on behalf of international organisations. Our publishing partners include Grant Thornton, The National Association of Primary Care, The Centre for Defence Studies and The World Renewable Energy Network.

For further information on how to appear in **FOODTECH INTERNATIONAL** please contact

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