



STATE OF CONNECTICUT  
EXECUTIVE CHAMBERS

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## **Governor Rell Announces DCF to Use Google Search Marketing to Back ‘Useful Family Information’ Site**

*Targeted Campaign Provides Parents Easy Access to Expert Guidance On DCF Prevention Web Site*

Governor M. Jodi Rell today announced that Connecticut’s Department of Children and Families will use the Internet search engine Google to help connect parents with practical information to help them raise their children and strengthen their families.

Parents and youths in Connecticut who search for information using a number of key words will see a "sponsored link" connecting to the DCF Web site “Useful Family Information,” which contains containing expert guidance and other information that families need on a daily basis. (The site can also be reached through the DCF home page at [www.ct.gov/dcf](http://www.ct.gov/dcf) – click on the “Useful Family Information” link.)

“This targeted campaign demonstrates ways Connecticut can use the leading edge of information technology to strengthen and support families,” Governor Rell said. “The best way to help a family is to give them access to the information they need to promote the health, safety and well-being of their children. Raising children is complicated business – especially today – and accessible, practical information is vital.

“We know that many families, particularly young families, seek information by using search engines,” the Governor said. “This Google marketing tool puts the best information in one easy spot, right in front of the parents who are looking actively for help.”

DCF Commissioner Susan I. Hamilton said the agency Web site offers a wide range of information and can be a powerful tool in carrying out DCF’s mandate to prevent child abuse and neglect.

“Parents need good information to make wise choices about their children's care,” Commissioner Hamilton said. “Every day, difficult and complicated questions arise

concerning health care, encouraging positive behavior, keeping kids safe and happy and helping them prepare for their future. The more access parents have to relevant and reliable information, the better equipped they will be in taking on the challenges and rewards of raising children.”

The Google search marketing tool offers significant advantages because organizations have little influence over conventional search results, and searchers may never look below the top tier of listed sites.

In contrast, the marketing tool displays “sponsored links” on or near the top of the search results when a person searches for designated keywords. DCF selected more than 85 keywords relating to health, education, finances, employment and many other topics of practical concern to all Connecticut families. The “Useful Family Information” site has expert information on all these topics as well as links to information regarding fun things for families to do in Connecticut and recreational topics such as children and sports.

The campaign is projected to attract as many as 400 visitors daily to the “Useful Family Information” site. The Google search engine was chosen because estimates are that nearly two-thirds of Internet searches nationally are conducted using Google.