Professors Emeriti Network

Networks' and Associations' Websites Interlinking for the Retired eAcademics

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There is a growing understanding that it's important to add internal and external links when writing a document to be published on a website. This practice can contribute to the visibility and competitiveness of an organization. Interlinked websites provide great opportunities for promotion of, and support to active aging and silver economy development in a digitized society.

Internal links are links in a document referring to pages within the website helping the website users and search engine bots discover additional pages related to the one they are reading. The links allow users to navigate a website easily. Internal links help the readers find more data on topics that really interest them, and, thus, the organization engages them further by increasing the pages readers visit and the time they spend on the organization's website.

External links are the links in a document referring to pages outside the website. These links benefit both the reader and the website because readers find more data on topics that interest them, and the organization's website displays evidence from other sources to back up the claims in the document. This enhances credibility and trustworthiness of the document as the users are helped to discover useful data available at other websites. Links building is one of the best and most affordable methods for generating targeted traffic.

Linking to high quality websites impacts the reputation of the organization's site. Linking to other websites not only increases the visibility of the website but also acknowledges the expertise of others. Some will be more likely to return this favor. External links are one of those little things that matter because they can eventually lead to more exposure of the website. Adding internal and external links to the website document is in line with a basic principle - helping one's website users. The search engine's algorithms are designed to favor websites which deliver the best satisfaction of the users.

Retired academics are members of numerous networks and associations. They may like to be connected to other academics sharing similar interests in order to exchange best practices and learn from others. This may be particularly needed for eAcademics - the retired university professors who are extensively using institution's (university's) eTechnology also after retirement and are familiar with various eServices. In recent decades, life expectancy has risen steadily by ten years in developed countries. Internet based eTechnologies are providing new possibilities for supporting active aging in the emerging Silver Economy. New opportunities can be provided for senior centric interdisciplinary and intergenerational eCollaboration.

The representatives of outgoing and action focused organizations having interest in active aging and Silver Economy development (networks, associations, companies, governmental and nongovernmental organizations) may like to have their websites interlinked with others. Of particular importance are the public libraries as critical social infrastructure. Especially encouraged are the organizations in the neighboring countries of a region because of the great opportunities for, and necessity of cooperation due to the proximity and existing contacts between the region's people. Such a region is named a cross-border eRegion in which the opportunities of using eServices enabled by Internet technologies can be exploited to the maximum possible extent.

Some examples of websites interlinking are published in the chapter *Links to Silver Economy Websites* at Developing the Silver Economy and Related Government Resources for Seniors. A Position Paper.

Here are some examples of the networks having interest in the websites interlinking with similar networks:

Global Network of Associations & Networks: Retirees Developing Silver Economy
Professors Emeriti Network
eSeniors 55+ Network
Network of eCollaborating Retired eAcademics
Seniors eLearning & eEducation
Central European Seniors 55+ eServices Guide. For the adult children 55+ taking care of parents 75+
Active Aging Networks

Linking websites of networks and associations presupposes management's desire to make this happen. Although the interlinking is technologically based, it can only be realized with the commitment and direction of the management. The management of the network or association should be encouraged to engage, because websites interlinking is beneficial for the organizations, for their members and for the acceleration of eCollaboration.