



WISE Muslim Women's Web Portal 2011 Fact Sheet

The WISE Muslim Women's Web Portal is the first-of-its-kind, educational and cultural Website offering information and resources for and about Muslim women. As Muslim women continue to be largely defined by others, the WISE Portal provides Muslim women worldwide the opportunity to define themselves to the world and to connect with each other.

The WISE Portal also serves as WISE's main communication hub for members of the WISE network. WISE Steering Committee members, WISE staff, external experts including technical consultants and religious scholars, and the WISE network at-large have helped to shape the portal's design and content. In July 2009 WISE launched the WISE Portal in its initial phase at the WISE Conference in Kuala Lumpur. Since then, many features have been added to the Website and sections have been revamped.

WISE PORTAL FEATURES

Muslim Women's Database

Halide Edib Adivar

"I was convinced that sometimes the humblest and most anonymous individual could represent the high ideal of a great nation."
—Ghazal Village

Known For: Novelist, Professor, Women's Activist
Dates: Hijri 1299-1383 (AH)
Common Era 1882-1964 (CE)

Country: Turkey

About
Halide Edib Adivar led many lives. She was a professor, an author, a nationalist and a famous feminist. She was born in Istanbul and attended the American College for Girls, one of the first Ottoman Muslim women to receive a western education. Her father, a bureaucrat for the last Ottoman Sultan, defied the standards of the times and actively supported his daughter's education.
After her graduation, she married her teacher, Salih Zeki Bey and had

The Muslim Women's Database profiles Muslim women from all walks of life of both the past and present. Visitors can search through a catalogue of about **500** women by category, name, century and country. Muslim women from more than 55 countries are represented as academic leaders, opinion leaders, civic leaders, political leaders, cultural leaders, spiritual and religious leaders, and heads of state. Profiles include an image when available; an informational or inspirational quote by or about the woman; a biography of her life including why she is a transformative and inspirational figure, as well as her

contributions to society; and links to articles, videos and further information. Visitors can also fill out a form to recommend a Muslim woman to be profiled. Women currently featured on the site include **Fatima al-Fihri (Morocco)**, who founded the world's first degree-granting university; **Anousheh Ansari (United States)**, the first female Muslim in space; and **Atifete Jahjaga (Kosovo)**, the first woman to be elected president of Kosovo.

Other WISE Portal Features Include:

- The [WISE Compact](#), a document defending gender equality through the objectives of Islamic law, available in 7 languages: Arabic, Dari, English, French, German, Turkish and Urdu.
- A collection of [Current Issue](#) pages on more than 20 topics affecting Muslim women today, such as Access to Education, Domestic Violence, Early Marriage and Testimony in Courts.
- **Statements by the WISE [Shura Council](#)** that offer scholarly research and Islamic positions on timely issues.
- [Jihad Against Violence](#), scriptural based arguments *against* violent extremism & domestic violence.

- [WISE Collaborative Projects](#) section that includes a summary, pictures and video links on WISE's in-country projects in Afghanistan, Egypt, and Pakistan.
- An online [Talent Bazaar](#) featuring the artistic work across disciplines of about **150** Muslim women around the world.
- [A directory of opportunities](#) including job postings, calls for papers and fellowship listings.
- [Polling questions](#) and discussion forums that gauge and share global opinions on today's headlines.
- [WISE Banners](#) page that offers site visitors HTML code that can be copied and pasted on Websites, emails and other online media, linking to the WISE Portal.
- [WISE Reports](#) section that lists important reports about WISE activities and future goals.

Arabic Sections



In June 2011 the WISE Portal began featuring content in Arabic for the first time. WISE hopes to offer content in additional languages in the future. As Arabic is the language of the Quran and much of Islamic scholarship, it was chosen as the first language to be represented on the site after English. WISE Portal sections in Arabic include: [About WISE](#); [Shura Council](#), which includes information on the Jihad Against Violence campaign and the Muftiyah Training Program; [Resources](#); and [Current Issues](#).

WISE PORTAL STATISTICS

From July 1, 2010 to June 30, 2011 the WISE Portal received almost **75,000** total site visits. This is a **283 percent increase** of total site visits from the previous year. The site received a total of more than **60,000** absolute unique site visitors this past year. The top 10 countries from where site visitors in the last year were from are: **United States, United Kingdom, Canada, India, Pakistan, Malaysia, Australia, Saudi Arabia, United Arab Emirates, and Germany.**

GOOGLE ADWORDS AND OTHER DIGITAL MEDIA

In June 2011 WISE created a Google Adwords campaign in order to increase site traffic. Through Google, WISE created several ads that were featured on Google search result pages, as well as the pages of Google partners, such as You Tube and other search engines. Keywords, such as “Muslim Women’s Rights,” were associated with each ad, which would appear online as Internet users entered these particular terms. WISE placed daily bids to compete with other groups for ad placement. WISE Google campaigns ran for about two weeks, with ads appearing more than **4.8 million** times and generating a total of about **2,250** clicks from ads to the WISE Portal.

In addition to the WISE Portal, WISE utilizes social media to share valuable information to a wide audience and to create an online community around its mission. In the last year, the WISE Facebook page has seen a steady increase of active users viewing or interacting with the page. From July 2010 to June 2011, Internet users have viewed a News Feed story posted by the WISE Facebook page more than **140,000** times.