

December 2008 Newsletter

If you are receiving this message, it means that I have done work for you in the past, I am doing work for you now, or you have expressed interest regarding me doing work for you in the future. If you would prefer to not receive further emails, please let me know about it.

Being that it is now December, I have sent out invoices to any of you for whom I have done work in November, or for those who have not yet paid for previous months. Please remit your payment when you have a chance.

Happy Holidays – I hope you all had a fun Thanksgiving. Although these are troubled times, let us all be thankful for what we have. And with a new administration coming in this January, let's all hope that things will start to improve. Meanwhile, there is still more holiday season left to enjoy, so have a "Merry" or a "Happy" or whatever adjective you like to use.

Search/Find – Pretty much everybody knows how to enter a word or phrase into a search engine to get you to a website. However, the results you get will just link you to the beginning of a page that matches your search criteria. What you actually want to look at may be way down near the bottom of the page, so you won't see it right away. You can start scrolling and hope you find it but there is a better way. If you press the "Ctrl" key and the "F" key at the same time, a little dialog box will pop up (in Firefox it displays at the bottom of the page by the Status bar) that allows you to enter the exact text you are looking for. There are a number of options, such as matching a whole word, being case-sensitive, looking forward or backward, etc. Pretty cool, if you ask me...

Associates – I have tried to wear as many "hats" as I could for you all but, as the name of my business implies, I tend to specialize in the technical aspects of website maintenance and administration. I have dealt with a lot of you and try to improve your search engine results in the best ways I know how. There also some of you who are into sales and marketing and want e-commerce solutions. Well, I have a couple of associates now who specialize in these areas and so I will mention them here and I would encourage you to check them out if you think they could be of assistance to you.

Search Engine Placement – For most people, getting on the first page of the search engines is the goal. There is another company here in San Diego who has been a leader in internet marketing strategies and search engine optimization services for over eight years. Go to www.imresults.net and you can, at the very least, get a free Website Marketing Analysis and a free Position Rank Report.

E-Commerce – eCom Merchant Solutions has been in business since 1997 and was one of the pioneers of on-line credit and debit card processing. They have built their reputation and success on caring, knowledgeable and responsive service ensuring customer loyalty and many coveted referrals. eCom is a member of BBB and D & B (#158792791) and are in excellent standing with both. Go to www.eComMerchantSolutions.com and check it out.

To view archives of past newsletters, go to <http://www.technicalwebsitedesign.com/newsletters.html>

Thank you all for your business (and potential business...)

Jim