August 2009 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.

It is now August and, since I did not send out invoices in July, I will be sending out invoices to any of you for whom I have done work in June <u>and</u> July, or for those who have not yet paid for previous months.

News & Info

<u>Multimedia</u> – Lately there have been a number of reports about web multi-media software being hacked. Internet Explorer, Firefox, Flash, Adobe Reader and Acrobat, among others, have been the victims of malicious attacks (commonly called "malware"). And with the proliferation of multi-media on the internet, it makes you a little wary when you are out there "surfing". Unfortunately, it always seems to be the "big boys". Microsoft, Macromedia which now is combined with Adobe, etc. are the companies these hackers concentrate on, since they are the ones that most people use. I have found a few pieces of free software you may want to try in their place.

<u>Long Tail Video</u> – This company produces all kinds of audio and video player software. You can download slideshow players for images, audio players for .mp3 sound files and video players for most, if not all, video formats (Windows Media, Flash, etc.). There are paid versions where you get more "bells and whistles", tech support, etc. but, if you have any technical expertise, you can work with the free versions pretty easily. There are numerous plug-ins and different kinds of "skins" you can apply to change the look of the player. There are parameters to control volume, size, auto-play and on and on. You have access to documentation on their website and I have had much success with them. I have used these on many of your sites to play music, display videos, etc. If you are interested at all, here is a link to their website:

<u>http://www.longtailvideo.com</u>

<u>Jquery</u> – I subscribe to a number of web newsletters and I recently came upon a couple of pretty cool slideshow solutions and I thought I would share at least one of them. A little bit of background first…

Whenever you see things like animated menus, image manipulation and the like, for the most part I am using a software language called JavaScript. People have created libraries of "canned" packages containing JavaScript routines to perform various features and Jquery is one of them. I recently was looking through some of their slideshow solutions and I found a few pretty cool ones. I intend to set up some other examples of different options, but here is a link to a "vanilla" slideshow:

<u>http://www.jimsanfilippo.com/slideshow/advanced.html</u>

If you want to associate some music with this, you can add a .mp3 player from Long Tail Video above and you would have a cool multi-media addition to your website.

Clients & Affiliates

(In this section, those of you who would like to can place ads, tips, references, etc. If you have something you would like to submit, please email me and I will get it in the next newsletter.)

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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 that has been a leader in internet marketing strategies and search engine optimization services for over eight years. Go to www.topimresults.com and you can, at the very least, get a free Website Marketing Analysis and a free Position Rank Report.

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

Jim