

March Newsletter

If you are receiving this message, it means that either 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 March, I will be sending out invoices to any of you for whom I have done work in February, or for those who have not yet paid for previous months. Please remit your payment when you have a chance.

I missed one - For those of you paying attention, yes, I did not send a newsletter out last month. I have had a few health problems and I have been trying to get my taxes in order. Things should be OK now.

Attracting Customers - A number of my clients do not have commercial websites, so marketing them is not such a big deal. The majority of you do want people to find you though, so hopefully I can help you out with this. There are many ways to do this and this month I will talk about search engines and keywords.

Seek and You Shall Find - Nowadays most people use search engines such as Google, Yahoo, MSN, etc. to find information on the internet. They type in a keyword or keywords to specify what they are looking for and the search engine returns a list. And the closer you are to the top of the list, the more business you will attract. There are many ways to move you up in the search engines. The fastest way is to pay for it, either by buying what are called "sponsored" links or subscribing to a search engine optimization company. Search Engine Optimization is such a large entity now that there are literally hundreds of companies out there "guaranteeing" you top 10 results. However, that can run into a lot of money, so if you are looking for less expensive options and have patience, you can eventually move yourself up in the search engine listings without breaking your budget.

Keywords - There are a number of places where you would add keywords related to your business. You should put them in the title of your web page, in the body of the pages, and various other areas. Perhaps you have heard of the term "meta tag". These tags are added to your web pages and can perform many functions. The one we are interested in this case is the keyword tag (actually there are a number of other tags that go along with the keyword tag, but the keyword one is the main one). In this tag you would also enter keywords. I am over-simplifying a bit, but when people enter words or phrases in search engines, if you have the same words or

phrases on your pages you will show up in the list produced by the search engines.

Expectations - You have to be realistic, of course. If, for example, you are involved in something generic, like construction, you cannot expect to be in the top 10 when someone just types the word "construction" in the search keyword field. I typed the word construction in Google and it found 446,000,000 hits. I then typed the words construction in San Diego, and it went down to 12,300,000. I then enclosed it in quotes and typed "construction in San Diego" and it went down to 10,900. When I then typed "construction design in San Diego", it gave me back 1 hit. So if you can pinpoint what you want to specify in your keywords, you can narrow down the number of matches and get more of a chance to be near the top.

This is just one example of the way to attract people to your website. There are other methods besides keywords and I will go into them in future newsletters.

Tech Tip - There have been numerous occasions where I have made changes to someone's site and, when they go to review them, they email me back saying they don't see the changes. If this has happened to you, it is most likely because of certain settings in your browser. Internet Explorer (IE), which is still the most popular browser, saves each web page you visit in what is called a "cache". This is to improve performance. If you have recently been to a page and then revisit it, instead of going out to the web to look for it, IE simply redisplayes the one in your cache. And based on how much history you have chosen to save, that page may stay in your cache for a while. Unfortunately, if changes have been made, you may not see them. There are a couple of ways to address this issue. In IE, select "Internet Options" from the Tools menu. On the "General" tab you can do one of two things:

- Select "Delete Files" and delete all files.
- Select "Settings". You will see a number of options there which should be self-explanatory.

You then need to close IE and re-open it for the changes to take effect.

If any of this is not clear, please feel free to contact me.

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

Jim Sanfilippo
858-268-1724
619-838-8138 (cell)

jim@technicalwebsitedesign.com
[Technical Website Design](#)