

## May 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 May, I will be sending out invoices to any of you for whom I have done work in April, or for those who have not yet paid for previous months. Please remit your payment when you have a chance.

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**Health Status** - As I stated in last month's newsletter, I had to have a couple of "procedures". The first one was fairly uneventful as I suspected, since I had gone through a series of them about 10-12 years ago. Whether I will need any more of them, only time will tell. The second procedure, however, had a little bit of the unexpected. Last month I said I planned to take it easy and spend some time "horizontal". As the saying goes, be careful what you ask for. I had a minor surgery on one of my eyes and I was told initially that a very small percentage of people having this procedure have to have a gas bubble inserted in their eye (yeah, I know... GROSS!!!). Well, it seems that I was one of the chosen few to get one of these. As a result, I am having to spend as much time as I can stand lying down face-forward so gravity causes the bubble to act as a sort of compress against the back of my eye. The bubble is slowly but surely dissolving and I am now pretty ready to get back to work. Well, we are bordering on TMI, so let's move on.

**Linking** - The last time I spoke about getting more visitors to your site I discussed keywords for the search engines. Another way of moving up the list in the search engines is using links. I would guess everybody knows what links are but I will explain them briefly. Anytime you pass your mouse over certain images or underlined text or actually it can be pretty much anything or anywhere, your cursor changes into a hand and, when you click, you instantly (well, sometimes *almost* instantly...) are transported somewhere else. I personally think that is the coolest part of the web experience and I am sure I am not alone. Well, these links on your web pages can go a long way to increasing your page ranking.

**Types of Links** - Links are classified in a number of ways. I will be simplifying things here, but the main ones I will be discussing are inbound, outbound and reciprocal. Inbound links are those links that are pointing to your site from somebody else's site. Outbound links point from your site to other sites. And reciprocal links are kind of a "two-way street", whereby you agree to point to somebody's site if they will point to yours. It sounds simple but there are numerous ways you can make these work to your

advantage. However, you need to be careful or they can have the opposite effect. There are good places where you would like your links to appear (known as "quality" links) and there are not so good places. And how you name the links can have an effect as well. There are places where links are accumulated for specific types of industries and again there are good ones and bad ones. People in the industry also recommend things like submitting articles which include links to your site, blogging (currently the darling of the web) and numerous others.

These are things that you, as the owner, need to be aware of but your webmaster (hopefully that is, or will be, me ... ;o} ) should be responsible for. However it is to your advantage to be able to discuss these things with him/her and have an idea of what they are about. By working together, you can make linking be an important part of your web marketing scenario.

All For Now - Well, I don't want to make these things too long (read "boring...") so I will end this for now. I have a couple of new clients and there are still a few of you regulars out there, so thanks to you all.

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

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