

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

Happy Spring – Yes, spring is in the air, at least here in San Diego. My garden is starting to show signs of life everywhere. Fruits and flowers, colors and aromas, it's pretty cool, especially for an ex-city boy. I promise I will still take breaks from enjoying my environment to take care of your work, though... ;o}

Health Update – My eye surgery will be on April 15th. As I stated last month, I will need to rest my eye for a week afterwards, and no prolonged reading or sitting in front of a console. So I will temporarily be out of commission for a while.

Social Networking – It is sometimes difficult to keep up with what the latest web fads are, but one thing I have been reading a lot about recently is “Social Networking” and so I thought I would discuss it a little here. There are all kinds of these sites, like MySpace, FaceBook, LinkedIn, Digg, Del.icio.us, and on and on. There are also now ways to have a visitor automatically bookmark your pages to these sites. I have already added a little procedure to do this to one of my clients and, if anybody else is interested, I could show you how it works. It is as simple as adding a button to a page and a visitor can then click on that button and a window pops up allowing you to bookmark the page you are on to numerous places. As your pages get more and more presence on the web, it can only help with your search engine placement and pretty much everybody I deal with is looking to move up in the search engines.

Blogs – Having your own blog is another way to increase your rankings. I can set you up with any one of a number of free or pay-per blogging software packages. Unfortunately, it is then dependent on you to keep up with it. If you just want to write the copy I could post it, but the original content needs to come from you, which is logical since I don't claim to be an expert in whatever it is you are marketing on your site.

Videos – It also seems that everyone is adding video to their sites. There are numerous video formats, but my personal preference is Flash video. With this format, I upload player software along with the video so it doesn't matter what type of computer or browser or operating system you are using. If you don't already have a video, I can point you to a number of places where you can get something done for you.

Feedback, please... – Speaking about browsers and operating systems, I tried once before to get my clients to answer a survey about their equipment, but the response was, shall we say, *underwhelming*... It would really help me out when I am trying to get your site to look the way you want if I know how you are looking at it. My first responsibility is to get it to look right for the majority of viewers so, despite what the usual Microsoft bashers have to say, I make sure it looks right in Internet Explorer. Since Firefox is gaining popularity I also check it out with this browser. Unfortunately, some features have not yet been added to Firefox so some things will look a little differently. If you are using a MAC, that complicates things some, but in that case I will work with you more closely so things look right with Safari or whatever other browser you might want to use.

Please go to the following page and enter your pertinent info (for those who did answer the survey last time, please do so again). You never know, it could be worth your while sometime in the future....

<http://www.technicalwebsitedesign.com/survey2.html>

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

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

Jim



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