

## October 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 October, I have sent out invoices to any of you for whom I have done work in September, or for those who have not yet paid for previous months. Please remit your payment when you have a chance.

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New Browser – For those of you who have been paying attention ( ;o} ), you know how much I like Mozilla's Firefox browser (NOT!!!). Call me old-fashioned (and I know some of you will...) but I still use IE almost exclusively. And now Google has entered the fray with their new browser named Chrome. Unfortunately, there have been problems with it and they still haven't gotten the kinks out of it yet. I hope it will be compatible with IE because I already have problems making sure your sites look OK both in IE and Firefox and I guess I will soon have to check it out in Chrome as well. Keeping us webmasters on our toes as usual...

Target Practice – I don't know if many people pay attention to this, but if you click a link on a page, sometimes you need to click the Back button to return to where you were and sometimes you need to actually close the page. This depends on a parameter known as the "Target". If the Back button is not active, that means that the link specified a new page as the target and so you need to close it to go back to where you had clicked the link.

Special Fonts - On occasion I have been asked to use specific stylized fonts for people. There is a problem, however, inherent in the way browsers display text. Under normal circumstances, you can only view text in a specific font if you have that font installed on the PC where you are viewing the page. Otherwise, it is displayed in a default font. There are a number of different solutions for this and, in fact, I have been reading recently about how it may no longer be an issue in the future but, for now, the 2 major ways to get around this are to create an image with the font or to use embedded fonts. The drawback to an image is the fact that search engines cannot read the text. You can kind of get around this by adding an "ALT" or "TITLE" tag to the image, but if there is a lot of text and you want it all to be made available to the search engines, it can be a problem. There is a way to "embed" certain (but not all, as I have found out...) fonts into a page so anybody using any browser can view the text with the specified font.

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](http://www.imresults.net) and you can, at the very least, get a free Website Marketing Analysis and a free Position Rank Report. Check it out (and let them know who sent you... who knows, you might get a "deal"... ;o} ...).

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

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

Jim