

October 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.

Being that it is October, I will be sending 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.

News & Info

A Little "Vacay" – I am sending this out a little earlier than usual, since I wanted to give you a "heads up" in case you have anything you might want done quickly. I am going back East for a reunion. I will be leaving the 14th and returning the 19th. I may have access to email and I can be reached by cell phone but I won't be able to get any work done. Just FYI...

Wonderful Wordpress Widgets – There are a few people receiving this newsletter for the first time and so this will be new news to some, but I have been lately doing a lot of work with blogs. And Wordpress is the software being used by a majority of bloggers, so I have been doing a lot of "playing" and, although I am still somewhat of a novice, I have learned so much over the last month or two and am still continuing to learn.

So, what exactly are widgets? Well, back when I was in high school and college (a loong time ago...) they weren't actually anything. It was used as a kind of a "filler" word for a product or a gadget. I would see on an exam, for example, a question like "If Company A makes 10 widgets an hour and Company B makes 12 widgets an hour, how many widgets would both companies make in an 8 hour day?". Well, they are something now. In fact, to paraphrase an old Seinfeld line, "They are real and they are spectacular".

If you Google "Wordpress Widgets", you will see a practically inexhaustible amount of little snippets of software that you can add to your blog to do almost anything. In fact, I have never really been that much into social media, and I am starting to learn just how little I know. I have created my own Facebook, Twitter and LinkedIn pages, but I really just wanted to kind of reserve specific User IDs and I don't really use them much.

In fact, I was under a misconception regarding the ubiquitous "Subscribe" or "RSS Feed" button. I thought that subscribing meant you would then get notified of each post. What it does actually is set up a "Feed" in IE or a "Live Bookmark" in Firefox. As the word bookmark implies, what it does is set up an icon in your favorites or bookmarks so you can click it and see the posts that are at a blog to which you have subscribed.

I have, however, found a cool little widget where you can subscribe and be notified whenever there is a new post. It has a confirmation feature in it so, when a user submits their email, the administrator of the post is notified and the user is also notified with an email that contains a link you need to click to be confirmed. This helps prevent spamming. Once you are confirmed, you will then be sent an email whenever there is a new post.

I also found another cool widget also having to do with spamming. When you submit a post, there is the capability for a user to add comments. There is a way to restrict the types of comments you can allow but you probably would initially want to let anybody submit comments. If, however, you start to get the usual spam crap advertising Viagra or some other junk, there are a number of ways you can prevent spammers. One of them is by using the ReCaptcha feature I mentioned in a previous newsletter. You have to enter 2 words that have been distorted before you can submit a comment, so it has to be a comment submitted by a human being. You can also set up your blog so each comment needs to get "moderated" by the administrator. There are tons of parameter settings to control all kinds of features. As I said, there is a LOT to learn.

If you would like to see these 2 widgets in action, along with a few others, you can check out my sample blog at <http://jimblog.jimsanfilippo.com/>. The email subscription is on the lower left and you can see the ReCaptcha feature if you try and add a comment.

As I stated last month, blogging is definitely a way to enhance your presence on the web and, although it requires some commitment on your part, it is something everybody should consider.

Article Marketing – Another way to increase your visibility is to write articles and submit them. I am subscribed to numerous websites and newsletters and such where people write articles about things like website development, search engine optimization, etc. I recently received one with a link to a couple of videos regarding article marketing. If you are interested, try going to this link: http://www.mattcallen.com/videos/1_fundamentals/.

BTW, the answer is 176 widgets... ;o}

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

Jim