

November 2010 Newsletter



Technical Website Design
Newsletter

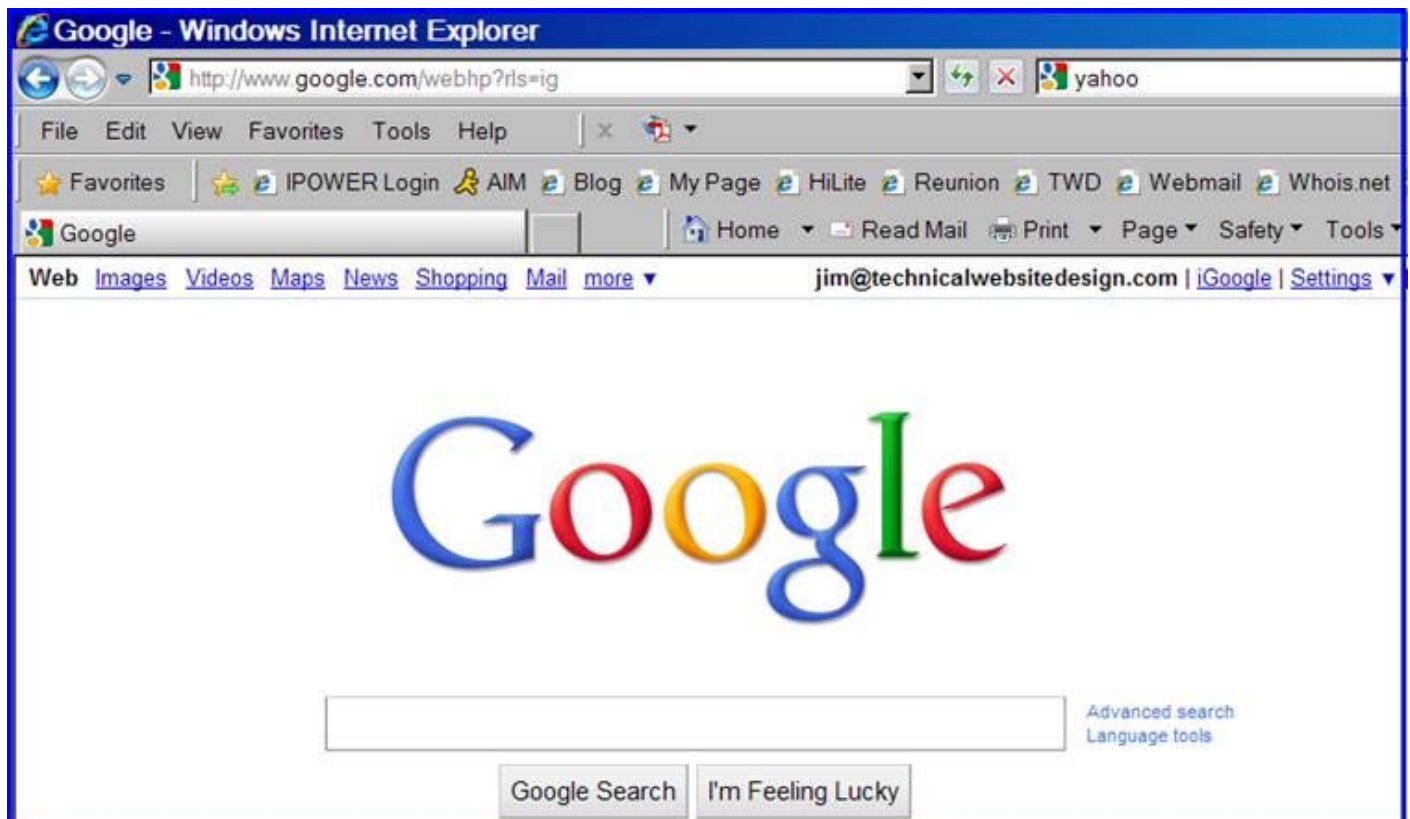
If you are receiving this message, it means that I have done work for you in the past, I am doing work for you now, or you have expressed interest regarding me doing work for you in the future. If you would prefer to not receive further emails, please let me know about it.

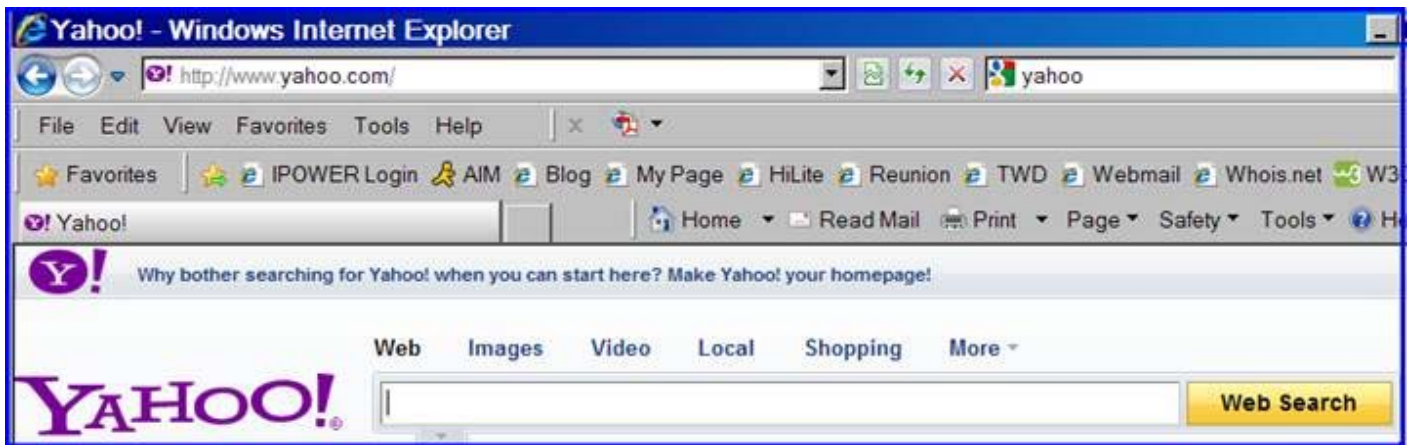
Being that it is November, I will be sending out invoices to any of you for whom I have done work in October, or for those who have not yet paid for previous months.

News & Info

Giving Thanks – It is almost Thanksgiving time and, as I do every year, I want to express my thanks to all of you who have stuck with me over the last almost 6 years and also to anyone who has recently become a client.

URL DIY – It would be nice if you could trust links that you receive in emails and just click them but, unfortunately, there are people in this world who get off on screwing up your computer by sending you to bad places. To minimize this, you are encouraged to “Do It Yourself” and enter the URL to go to websites. It has come to my attention, however, that some people do not know how to do this. They may go to places like google.com, aol.com or yahoo.com and get screens like the following:





Entering "www.yourdomain.com" in the "Search" area *may* get you where you want but that implies that search engines have indexed the site and, in the case of new sites, which is what I may be discussing with you when I ask you to go someplace, this will NOT work.

I believe I may have addressed this in some previous newsletter, but it appears I need to revisit it. This is really kinda "Internet 101" but I am always telling people to "go to" such and such an address and I need to be certain that you are aware of how to do it...

When you go to a website, you are using what is called a "browser". The main ones used nowadays are Microsoft Internet Explorer (IE), Mozilla Firefox, Google Chrome or, for MACS, Safari or Opera. I have always been an IE person, although I now occasionally use Firefox. In any event, at the top of the page, you will see something similar to the following:





I have highlighted the areas where the URLs are displayed. This tells you where you are at any point in time. There are numerous ways to go somewhere else, but the simplest (and, for the most part, safest) is to just click in either of the highlighted areas and type another URL. See the examples below:



Notice that, in both cases, an arrow has appeared. After you have entered the URL you wish to go to, you can either press the Enter key or click on the arrows and you will go to where you have typed, presuming of course that you have entered the URL correctly.

Autoresponders – If you are not familiar with this term, it is something that could be quite useful to those of you who would like to add a bit of “interactivity” to your site. I have added tons of forms to people’s sites and, basically, the purpose of a form is so that people can send you information about themselves. Upon submitting this information, the forms send an email to an address that you specify. Well, you can add an autoresponder to that email address and the autoresponder will, as its name implies, automatically send a reply to the submitter. There are sophisticated autoresponder software solutions that can also add people to a database, periodically send reminders to them and on and on but, for those of you on a budget, most, if not all email providers allow for a simple autoresponder and, in the auto response, you can do things like supply links to other sites or perhaps PDF letters or flyers or the like, provide passwords to secure places for members only, etc. If you are expecting to receive a lot of traffic from your submission forms, this certainly beats having to manually reply to everybody who fills one in, don’t you think?

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