

What are all those people doing online?

- Sending or receiving email (52 percent)
- Using a search engine (38 percent)
- Getting news online (31 percent)
- No particular reason – to have fun or pass the time (30 percent)

## On the Lighter Side

### Signs You're Getting Older

1. You look forward to a dull evening.
2. You turn out the lights for economic rather than romantic reasons.
3. Your children begin to look middle aged.
4. You quit trying to hold your stomach in, no matter who walks into the room.
5. You no longer think of speed limits as a challenge.
6. You consider coffee one of the most important things in life.
7. You answer a question with "because I said so."
8. You send money to PBS.
9. You know what the word "equity" means.
10. You have a party and the neighbors don't even realize it.

## We Are Upgrading A Server

During the period of January 4<sup>th</sup> – January 15<sup>th</sup> we will be in the process of upgrading Server 2, predominately to strengthen it against SPAM email. We don't anticipate any down time or other problems, but if you have any questions or concerns, please give us a call. Clients on that server should soon see a significant reduction in receipt of SPAM emails.

## Coming Soon

Our next newsletter will review greeting card web sites and highlight travel newsletters delivered via email.



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# WEB WISE

FROM THE DESK OF GEORGE C. JOBEL

## Easy Online File Conversion

Ever need to convert a single file into a different format and not have software to support the conversion? Now, you can do it free and easily online at [www.zamzar.com](http://www.zamzar.com).

The site converts files from the most popular image, document and video files into another format. Zamzar.com converts files of up to 100 MB free of charge and offers membership plans (ranging from \$7 to \$49 per month) for those who need to convert larger files or who want additional features (including online file storage, concurrent conversions, the ability to rename files, and secure file conversion).

Tests on Word docs, Excel spreadsheets, Windows media files and PDF files proved easy, fast and accurate. The steps in the process were clearly explained on the site. You upload your file for conversion, chose the new format and enter your email address. Once your file is converted, you receive an email notifying you that the file is ready to download. Files tested were ready within 15 minutes and downloading was a snap.

## Welcome to our New Clients!

Glazier's Resource, Concord, NH  
Informer Messages, Darien, CT  
James Peters, Esq., Newtown Square, PA  
K M Minemier & Associates, Concord, NH  
My Turn To Cook, Webster, NH  
Priceline Auto, Concord, NH  
NH Chiropractic Association  
Rimma Jewelry, Closter, NJ  
Spark's Employment, Concord, NH  
Wakefield Inn, Wakefield, NH

## **R**ecently Launched Websites

BlackForestNursery.com  
ExecutiveVT.com  
MedicalOfficeConsultants.biz  
NHHouseCleaning.com  
NHPersonalChef.com  
NHShamanAndPsychicMedium.com  
PalmSpringsItalianRestaurant.com  
RobertLynchElectric.com  
SaymoreTrophy.com

## **J**azz Up Your Documents with New Fonts

If you're like most of us, you probably have a couple of favorite fonts, but there are literally thousands of fonts available. At [www.DaFont.com](http://www.DaFont.com), you can find more than 7,000 different fonts organized by category to jazz up your documents.

Choose from fonts with a techno, international, gothic, or holiday look. You can also get basic or script fonts as well as symbols and special characters. All fonts on the site are freeware, shareware, demo versions or public domain.

Most fonts work with on both the PC and Mac, and the site includes instructions for installing fonts on Windows Vista or XP and on Mac OS X.

If you're the creative type, you can submit a font to the site for others to enjoy.

## **D**irectoryNH.com Gets 2,436,204 Page Views in 2007

Our flagship web site, [DirectoryNH.com](http://DirectoryNH.com), grew 22.17% last year. We received 583,587 visitors who together downloaded 2,436,204 pages (104,939.56 Gigs) of NH information.

## **D**raw Traffic to Your Site with Classified Ads

Classified advertising is an economical way to get the word out about your site and help increase traffic from

local customers. Studies show that many people turn to their local papers for information about products and services.

New Hampshire for instance, has rates for the state's largest paper, the Manchester Union Leader ([www.unionleader.com](http://www.unionleader.com)) that start at \$2.85 per line of copy with a three line minimum. Rates for the Concord Monitor ([www.concordmonitor.com](http://www.concordmonitor.com)) start at \$1.88 per line with a three line minimum. You can include the ad on the paper's website as well for an extra \$1.10 per line. For Seacoast businesses, ads in the Portsmouth Herald ([www.seacoastonline.com](http://www.seacoastonline.com)) start at \$3.40 per line. Most papers give discounts if you run the ad multiple days.

For a very minimal investment (under \$50), you can let customers know about your web site. Most of our clients will recoup the cost of the ad if you gain even one or two new customers.

If you're looking to target a larger market, or if you want help in putting together a complete ad campaign (including creation of the ads themselves), Star Media Network ([www.starmedianetwork.com](http://www.starmedianetwork.com)) can help create both regional and national campaigns.

Star Media offers access to alternative papers throughout the U.S. as well as groupings of regional papers, including newspapers in New York, New England, the southeast, and California. Many papers are shopper type publications delivered free of charge to readers.

For example, Star Media's National Advertising Network, Inc. provides more than 3,000 papers in 44 states (including New Hampshire, Vermont, Massachusetts, and Connecticut) with a guaranteed circulation of 22 million. Cost of an ad of up to 25 words is \$2,495 with each additional word at \$205. Or, you can reach more than 1.8 million homes throughout New England with the Free Community Papers of New England Association. This group includes 91 papers in Connecticut, Maine, Massachusetts, New Hampshire, Vermont, and Rhode Island. Cost of an ad of up to 25 words is \$195.

## **L**everage Your Online Presence

Banner ads on [DirectoryNH.com](http://DirectoryNH.com) are a great way to capture the New Hampshire marketplace.

Last year the site got over 2.43 MILLION page views

with an average of over 48,000 visitors monthly. You can capture users' attention with a banner ad for as little as \$20 per month. Please call the office for more details, 603-369-1471.

## **G**ive Your Site International Appeal

If you're targeting an international market, foreign language translations are critical for success with overseas search engines. Foreign language search engines typically rank sites using their own language better than exclusively English sites. If your key words and other site information are in the search engine's native language, you'll place higher in search listings.

Translating your web site into a foreign language can also help you target ethnic concentrations within your trade area. If the market you're trying to reach has large ethnic communities, speaking their language will create a favorable impression of your products and services.

Translating text and creating a mirrored foreign language site typically averages about \$600. Call us if you're interested in reaching that market.

## **A**pologies for Delayed Responses

My apologies if you've called the office in the last couple of months and I've been slow to respond. My mom has had some serious health problems requiring 51 days of hospitalization and two procedures that have kept me out of the office regularly. She returned home New Year's Day from her 4<sup>th</sup> hospitalization during the period, appears to be doing better, and things should be returning to normal in the next few weeks.

## **I**nternet Usage Grows Rapidly

Internet usage has grown 115.2 percent since 2000, according to the Pew Internet and American Life Project. In North America, 232.66 million people (approximately 70 percent of the population) use the Internet. And, nearly 71 percent of all adult American users now have a high speed Internet connection at home.