

Finding Air Fare Bargains

Finding air fare bargains is partly a matter of smart searching. Don't assume that bargain airfare sites such as Travelocity or Expedia all have the same fares. There can often be several hundred dollars difference between fares on these sites, so check them all. Use multisite search engines such as Kayak, Sidestep, Qixo, and Booking Buddy. And, don't forget to check individual airline sites as some have "private" sales that are only available on their sites.

U.S. domestic airfares can change up to three times a day during the week, so check fares often. Domestic fares change only once on Saturday and Sunday and international fares are updated only once daily.

Because airlines only change fares around 5 p.m. on Saturdays and Sundays, airlines will often post fare bargains on Friday night in an effort to beat the competition. These fares will appear in airfare search engines around midnight Friday, so Saturday morning is often a great time to search for flights.

On The Lighter Side

Wrong E-Mail

Mr. Steve Johnson, a businessman from Wisconsin, went on a business trip to Louisiana. He immediately sent an e-mail back home to his wife, Jennifer. Unfortunately, he mistyped a letter and the email ended up going to a Mrs. Joan Johnson, the wife of the Rev. Steve Johnson, who had recently passed away. The preacher's wife took one look at the e-mail and promptly fainted. When she was finally revived, she nervously pointed to the message, which read: "Arrived safely, but it sure is hot down here."

Help Us Recognize Your E-mail

Receiving more than 300 junk emails a day, it is difficult to find the important ones. Please help us out by always putting your account or website name in the subject line. This will help ensure that your e-mail doesn't get accidentally discarded.



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WEB WISE

FROM THE DESK OF GEORGE C. JOBEL

Is Your Website More Than Three Years Old?

The current useful life of a website is two to four years. Styles change leaving websites visually dated. And, the technology behind search engines continues to change and evolve so older sites are prone to rank lower in search results. Business also tend to evolve, often changing product priorities.

If your site is more than three years old, call us. It's time to begin thinking about redesign and improvement of your site so that it is again a robust and effective marketing tool.

Welcome to our New Clients!

A+ Plumbing, Orange, CT
AOS Express, Stanford, CT
Cambridge Offset, Cambridge, MA
Event Photography, Owens Cross Roads, AL
East Coast Rent-A-Fence, Gilmanton, NH
Genesis International, Stamford, CT
Lotza Mozza, Palm Springs, CA
Mail Launcher, Bakersfield, CA
Melinda Hayes Jewelry Designs, Niantic, CT
Pastry Swan Bakery, Cathedral City, CA
Platinum Principal, Manchester, NH
Robbins Eye Center, Bridgeport, CT
Robert Lynch Electrical Services,
Center Harbor, NH
Saymore Trophy, Concord, NH
Telcom Product Corporation, Westerville, OH

Recently Launched Websites

APlusPlumbing.Biz
ArniesPlace.com
CHConcord.com
CostaRicaRealEstateAndHomeSales.com
Healthfulicious.com
Lepene.net
MailLauncher.com
NHFurnitureStore.com
PlatinumPrinciple.com
Rent-A-Fence.us
RoaminTubs.com
SundanceSpasNH.com

Effective Websites Bring More Customers

One of our newly launched websites, www.roamintubs.com, has already produced significant results and new business for site owner Stephen Potter.

Potter, who owns Roamin'Tubs and Pools in Concord, NH, says he has gotten many new client calls who have found the company through the website. Roamin'Tubs and Pools offers two lap pools, private room and semi private hot tub rentals, and two portable hot tubs. Potter says the website has been especially effective at getting the word out about his portable hot tub rentals.

In the six weeks since the site has been up, Potter says the web site has brought in enough new business to pay for the site hosting and to recoup half the web site set-up cost.

"George and his staff have been very professional in this process and we have surpassed the results that were projected," says Potter. "On a scale of 1 to 10 (10 being the best), I would rate [the] service as a 12. Well done to all the staff."

A Special Welcome to our new
WORLD GRAFIX *clients!*

Getting The Most From Our Hosting Services

Don't forget that if you have our standard hosting package (\$30/month), you receive routine updates in one hour of technician time per calendar quarter. Make sure you're taking advantage of this service to keep your website current.

The easiest way to send changes is to print out the page, make handwritten edits to the page, and mail it to us so technicians can update your site. We can also swap out photos. Simply email the new photo to us and let us know what it replaces.

Creating new graphics (starbursts, etc.), adding new pages or additional photos are not included in routine updates, but we're happy to give you a quote on needed additional site work.

What Does It Take?

Creating the depth and breadth of the web sites we develop takes a whole team of people. We currently have the following folks under contract who regularly do work for us:

- 3 Web Designers
- 2 Copywriters
- 2 Photographers
- 1 HTML Technician
- 1 Graphic Artist
- 1 Animator
- 1 Editor
- 1 Programmer
- 1 SEO Technician
- 1 Clerk Typist
- 1 Systems Administrator
- 2 Sales Representatives

And, numerous native speaking translators as needed.

At any given moment, we have 12 to 20 projects at some stage of production and quarterly complete dozens of routine edits for various clients.

Getting Better Search Engine Ranking

Unreciprocated Links: Unreciprocated inbound links help draw search engines to your site – much like the attention created when a group of people stand on the side of the road pointing at something. They create the impression that there is valuable content on your site.

Search engines scan for inbound links, and when they find them it tends to boost your ranking in search results. To maximize your placement, you should attempt to secure a minimum of 10 unreciprocated inbound links from *quality* web sites. Don't use online services that promise links. These services will typically provide links from "link farms," sites that exist only to provide links. Search engines usually devalue sites with links from junk web pages.

Frequent Site Edits: Search engines can tell if a file has recently been updated, and they routinely give preference to sites that have recent updates. To improve your placement within search results, you should regularly make changes to your site. Changes can be as simple as rewording a few paragraphs, but the changes need to be made frequently as search engines look at the date of the last update to files on your site.

We're launching a new service that will keep your site updated on a regular basis. With our monthly update service, we'll automatically reword text (keeping the same message and key points), change headings, and make other minor changes to keep your site fresh and attractive to search engines.

Our monthly update service requires no work from you and is available for \$49 a month (billed quarterly). Call us for more details.

Google Map Placement

Millions of people use Google every day to search for products and services, and you can help them find your business with a free listing on Google Maps.

In many Google searches, a map, along with links to a few businesses, automatically pops up at the top of the search results. Links from Google Maps can include your address, hours of operation, a link to your website, even coupons. Being listed there can greatly increase your response from potential buyers searching Google for your products and services because many people will simply click on the links listed with the map rather than scrolling through the remaining search results.

To get a free listing on Google Maps, go to the Google home page (www.google.com) and click on "Business Solutions" (in the links below the main search box). Click on "Google Maps business listings" (located in the first column). Scroll to the bottom and click on "sign up now" then simply follow the instructions.