

Net Results

Helping your business succeed online.

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Welcome

We're now well into the New Year and, hopefully, all the new projects you've set out for yourself are well underway. This seems to be a good time of year to finally get going on that new web site you've been putting off or on revamping an old one much in need of a facelift! I'm happy that I can finally say that myself about my site, www.nrichmedia.com.

Web site material often seems to take longer to put together than you anticipate, as was the case for my new one. The trick I've learned is, no matter how busy you get with "higher priority" client work, keep coming back to your own site (or other marketing) when you can and it will eventually get done. Trust me!

Aside from nrichmedia.com's new look, the site contains more information and will continue to grow, so check back often. For those of you who are new to receiving this newsletter, you will find archived versions of Net Results at www.nrichmedia.com/archives.htm. I hope you enjoy them and find them informative and useful to your web site's success.

Don't Forget... Chance to Win a Free Web Site Review

If you haven't gotten your entry in for the free draw, do so before the end of the week. Deadline is this Friday, January 27th. And, in case you don't know what I'm talking about here...

nrichmedia and Juliet Austin (www.juliettaustin.com) are offering a FREE DRAW to win a professional review of your existing web site. The review will point out what's working and what's not in your web site and will be an invaluable tool in helping your site to get the results you're looking for - more visitors, more clients, more sales. We will provide suggestions to help improve the site's design, navigation, copy (text) from a marketing perspective, and make your site search engine friendly so that your site will be better indexed in the search engines.

The lucky winner will have their site reviewed on our blog, <http://www.websitedesignandpromotion.com>, which will also provide you with some additional exposure for your services.

To be automatically entered in the draw to have your website reviewed, simply send an email to info@nrichmedia.com with "web site review" in the subject line and include the URL of your web site in the message body.

FAQ: How Can I Avoid Search Engines Indexing a Specific Page?

There may be instances where you don't want a certain page on your site to be picked up by Google and the other search engines. For instance, if you have set up a test page or a page that only certain people should be able to see (without the need of password protection), then you won't want other people innocently finding it in a search.

The method is quite simple, actually. At least if you don't mind going into the page's code (or if your web editing software will insert the code automatically). In the page's <head> section, insert the following line:

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<meta name="robots" content="none">
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That's it. This tells the search engine's spiders to skip the page.

If there's a web-related question that you've been wondering about, feel free to send me an email (info@nrichmedia.com). Chances are you won't be the only person to find the answer useful in improving your web site.

Featured Article: Three Pillars of a Successful Web Site

Often, when someone goes about creating a web site for the first time, what he or she is thinking about is what it will look like. While design is definitely important, it is not the only thing you should consider. It is one of the three, what I term "pillars" of a successful web site.

Before I get into what the Three Pillars are, let me introduce an analogy (someone once called me the “King of Analogies” so why not live up to that name?). Creating a successful web site can be compared to throwing a great party. Got your attention now, didn’t I? Everybody loves a good party...

Now, the obvious things to think about when planning a party are the food, drinks, music, decorations, theme, dress code, etc. These are analogous to your web site’s design – style, colors, font choices, music/animation (if any), layout, and so on. Design is Pillar 1.

Okay, so you’ve got a fantastic party planned, with all the food ordered, music selected, and decorations up. Isn’t that enough? Well, you might actually want people to show up. Ah, yes, invitations! What’s the point of throwing a party if nobody comes? Same goes for your web site. You could have the most beautiful site on the Web, but if no one knows about it, it might as well not exist. So you need a way of getting people to visit. Just as party invitations can be varied – you can mail them out, email them, phone people, or any combination of these methods – so can, and should, the invitations to your site. The more invitations (and the greater the variety of methods) to your site, the more visitors you’re likely to get. These invitations include word of mouth, including your URL on your business cards and other printed material and email signatures, incoming links, and the big one – search engine optimization. Let’s call all of this Pillar 2.

Finally, you can have people come to your nicely decorated party with good food, drinks, and music and people will probably leave, saying it was a good party. But, what if everyone had fun, new acquaintances – both business and personal – were made, nothing was broken, and everyone got home safely? Then, it’s likely people will say that you threw a great party! All of these can be arranged if you plan activities, introduce people, place the bar and the food at opposite ends of the room so that mingling is encouraged (that’s a “Fab 5” tip), hide the breakables, etc. So, how do you do this in your web site? By including compelling copy (text) that will grab your readers’ attention, keep it, and get them to take action – make a purchase, contact you, sign up for your newsletter. Good copy (and site layout) will point the visitor in the right directions, so they know where to go next and where to find the information they’re looking for quickly and easily. So, good copy is... you guessed it, Pillar 3.

So there you have it: the ingredients to throw an awesome party that people will come to, enjoy, and talk about for a long time. Oh yeah, and a recipe for a successful web site.

In summary, the three pillars for a great results-oriented web site are:

1. Unique, professional design
2. Search engine optimization (and other methods of letting people know about your site)
3. Compelling copy

Keep these three pillars in mind and you’re on your way to creating a successful online presence.

About nrichmedia

nrichmedia creates innovative and unique web sites and other multimedia for ethical and socially responsible businesses and organizations. We also offer web site maintenance, CD-ROM production, and more.

nrichmedia was founded by Nathaniel Richman in 2000. Nathaniel graduated from the Vancouver Film School with a Certificate of Recommendation in Multimedia Studies in 1997 and has been working in the web design and new media industry ever since. He previously received a Bachelor of Mathematics degree (Honours Actuarial Science) from the University of Waterloo and worked in the pension consulting field.

Nathaniel works with several other designers and programmers, according to the needs of the project, to provide the client with the most professionally designed web site or presentation possible.

"Nathaniel Richman, of nrichmedia, has transformed poststone.com from a web site that was difficult to navigate and update into a very clean, well-organized news hub that presents a variety of media (articles, interviews, videos) in a clear and logical manner. He is very creative and collaborative and comes up with elegant and cost-effective solutions to problems. I've found him to be very professional and enjoyable to work with."

- Rick Wolfe, President, PostStone Corporation (www.poststone.com)

To learn more about nrichmedia's services, view our online portfolio, and read glowing testimonials from many satisfied clients, please visit www.nrichmedia.com.

Web Site Design and Promotion Blog

For plenty of tips and tricks on designing, marketing, and promoting your web site, have a look at www.websitedesignandpromotion.com, a blog co-authored by nrichmedia and Juliet Austin.

Feel free to place a comment on any of the posts there. It's an easy way to get a link to your site, which can increase your exposure and help your site's search engine rankings.

Charitable Causes

At nrichmedia, we donate 5% of proceeds on all projects of \$500 and above to charitable organizations. We are pleased to have supported and continue to support several worthy

causes. To see a list of the organizations we support, please visit www.nrichmedia.com/causes.htm.

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Pass it on and Enjoy
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