

Net Results

Helping your business succeed online.

Published by nrichmedia (www.nrichmedia.com)

Volume 2, Issue 1 – Spring, 2006

In This Issue

- Welcome
- The Carnival of the Green
- FAQ: Changing Web Hosts' Effect on Google Ranking
- Featured Article: A Closer Look at Your Links Page
- About nrichmedia
- Web Site Design and Promotion Blog
- Charitable Causes
- The Not-to-be Missed Link: The Green Shopper

Welcome

I'm feeling a bit guilty calling this the Spring edition as the weather these past few days has been very summer-like. It's this time of year, when all the trees and flowers are blossoming and there's green everywhere I look that I feel sure that I was meant to live here in the Comox Valley, on Vancouver Island.

Spring, of course, is the time of year to think about spring cleaning. After you've finished the basement and cupboards, don't forget to clean out your web site as well! Are you still referencing how great a year 2004 has been? Do you have articles posted on your site that are no longer relevant? Time to get rid of those (or archive them) and add some fresh, new content. And, make sure to clean up any dead links (see featured article). Those aren't making a good impression on your visitors.

Coming Up... The Carnival of the Green

Next Monday – May 22, Juliet Austin and I will be hosting The Carnival of the Green on our Web Site Design and Promotion blog (www.websitedesignandpromotion.com).

What is a Carnival of the Green, you ask? The Carnival of the Green started in November 2005 and has, since, been "travelling" to a different blog each week. It bills itself as "a summary of the green blogosphere." The host summarizes the previous week's posts sent

in from green bloggers across the world. For more information, see <http://cityhippy.blogspot.com/2005/10/feature-carnival-of-green.html>.

Come visit the Carnival on our blog on Monday. And, as always, feel free to leave a comment or two.

FAQ: If I Change Web Hosts, Will Google Still Pick Up My Site?

The short answer is ‘yes.’

Switching web hosting companies will not affect how Google, or anyone else, accesses your site. All that Google (and other search engines) is concerned about is the domain name (yoursite.com). If that hasn’t changed it’ll still find and rank your site as if nothing had happened. Kind of like if you moved to a new house/apartment and kept the same phone number. You wouldn’t have to tell anyone.

The same applies for anyone who has bookmarked your site. You won’t need to tell them that you’ve switched to a new host.

So, if you are thinking of upgrading your hosting but have been reluctant because of any repercussions on your Google rankings, no need to worry. There won’t be any.

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: A Closer Look at Your Links Page

When most people are putting together the content for their web site, they usually think about having a Home page, an About page, a Contact page, and at least a few others, depending on the nature of their business/organization. Then they often say, “I should probably have a Links page too, shouldn’t I?” Should you?

Think long and hard about this before answering. Is the reason you’d include a Links page simply to add another page of content to your site? Or, maybe because you’ve heard search engines like sites with lots of links. Or, perhaps you figure that everyone else has one, so I’d better too.

All of these reasons to include a Links page are rubbish. The only reason you might consider having a Links page should be that it provides useful information to your visitors, just like all the other pages on your site. If it doesn’t do this, then please do not include one.

Why would you want to lead potential customers/clients away from your site? People's attention spans on the Web are extremely short as it is. If you've got them on your site, you don't want to give them a quick exit.

Search engines love to see lots of good "keyword rich" content on your site. It tells them what your site is about and the more pages of quality content you've got on it, the more entry points there are. Say you produce environmentally friendly building supplies. Instead of linking to an external page (or pages) that you found about sustainable architecture, why not write an article on sustainable architecture yourself? Or get an expert to write the article for you and post it on your web site (giving proper credit, of course).

Naturally, there are occasions when it does make sense to link to external web sites. For example, on my web site, I link to sites I've worked on, from my portfolio page (www.nrichmedia.com/portfolio.htm). Obviously, it wouldn't work for me to include every page of every site I've ever worked on directly on my site, so I link to them. Also, if there are related businesses/organizations that you support and that complement your services, go ahead and link to them.

But, what I almost always suggest is to have the external links open up in a new browser window. That way once the visitor is done looking at and closes the other site, your site is still there in the background, so they can say, "Oh yeah, I was looking at this site!"

As for the point about Google and co. liking links: It's true, Google does like links – TO your site. It doesn't give any weight to links from your site to others (in fact it may even penalize your site if you link to certain "suspect" sites – e.g., link farms). What Google does like is when other, relevant sites link to your site. These incoming links tell Google that your site is important.

So, to summarize... Don't include a Links page on your site just because all the other kids are doing it. Have a good reason for including one – namely providing a service or valuable information to your visitors – if you do. If you can write about the information yourself, try that first. Otherwise, if you do need to link to other sites, make sure they're valuable, quality sites (oh yeah, make sure to check regularly that your external links are still valid!) and, preferably, open them up in a new browser window.

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.

"When I was first advised a web site would be a significant asset in marketing my private practice, as an internet novice I felt intimidated by the prospect.

My first step was to look at portfolios of web designers and I was inspired by the examples on www.nrichmedia.com. Once I turned my text over to Nathaniel, the remaining steps were seamless. His expertise and suggestions transformed my ideas into a web site that consistently receives accolades from potential clients.

Something difficult... made easy... resulting in a beautiful product... who wouldn't be happy with that?"

- Michele Crawford, Registered Clinical Counsellor
(www.michelecrawford.ca)

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.

The Not-to-be Missed Link: The Green Shopper

Check out www.gliving.tv/green-shopper - a beautifully designed site, exhibiting the latest in environmentally friendly products. From green building materials to earth-friendly flip flops, there are some great gift (and dream-about-getting-as-gift) ideas here.

Archives

To view previous editions of Net Results, visit www.nrichmedia.com/archives.htm.

Pass it on and Enjoy

Please feel free to pass this newsletter on to anyone who might find it useful.

To subscribe, please visit www.nrichmedia.com.

nrichmedia
www.nrichmedia.com
250.871.7424