

Net Results

Helping your business succeed online.

Published by nrichmedia ([www.nrichmedia.com](http://www.nrichmedia.com))

Volume 2, Issue 3 – Fall 2006

---

---

## In This Issue

---

---

- Welcome
- FAQ: “Black Hat” and “White Hat” SEO
- Featured Article: The Power of Testimonials
- About nrichmedia
- Web Site Design and Promotion Blog: Recent Posts
- Charitable Causes
- The Not-to-be Missed Link: Fivelimes

---

---

## Welcome

---

---

Well, after a long, extended summer – or just a really nice early autumn, the real fall seems to have finally set in for good here on Vancouver Island. Of course, without all of this rain, it wouldn't be so green, so as long as we keep getting peeks of sunshine, no complaining from me!

---

---

## FAQ: What are “Black Hat” and “White Hat” SEO?

---

---

“Black hat” SEO (search engine optimization) generally refers to unethical tactics used to gain high rankings in the search engine results (e.g., Google's) pages. These tricks include: hiding keywords by having their font in the same or similar color as the background so that the human eye can't see them, but the search engines pick them up; keyword stuffing, meaning writing the page text with a ridiculously high density of keywords (making the reading of the page often painful); and having “doorway” pages, which do nothing but provide links to a web site. An “expert” black hat SEO trickster was even somehow able to insert links to his site on highly reputable sites, thus increasing his site's page rank. Google is very aware of the use of these tactics and, once it finds out you've been using any of these or similar ones, will blacklist your web site – not a good thing. It takes a lot of begging to get re-indexed with them!

“White hat” SEO is, of course, the ethical way to get good search engine results. This is accomplished by writing good, readable copy, which serves your site visitors and also has a reasonable number of keywords naturally included. Also, having reputable, quality web

sites link to your site is a good method for improving your ranking in Google, et al. Basically, having a well-designed, easy to navigate site that doesn't use any methods of deception is considered ethical by search engines and should result in good long-term search engine placement.

Bottom line: if it feels like you're cheating, you probably are and you're going to pay for it sooner or later. Stick with "white hat" SEO techniques and you'll be fine.

---

---

Featured Article: The Power of Testimonials - Getting Your Customers to Sell for You

---

---

It's pretty common knowledge that word of mouth is one of – if not, the – best ways to sell your products/services. In his book, *Unleashing the Ideavirus*, Seth Godin talks about the power of other people – particularly, reputable people – praising you, rather than you doing it yourself. Sure, you can tell potential customers that you're great, but that hardly holds any weight compared to someone else, especially if that someone else is considered trustworthy, saying the same thing.

No matter what the product or service that you're promoting on your web site, you need (if this editor allowed bold, I'd bold the word "need") testimonials. If you can present your case – i.e., speak about what your products/services are and how they can benefit your clients – and then have others confirm your worth, in their words, you'll have a much better way of convincing your web site visitors to hire you or buy your products.

Potential clients want to hear what you've done for your previous clients. They want to hear the success stories. These potential customers want to hear how your product/service helped others who were in a similar position to where they are now. If they can do this, without needing to phone each previous client for a reference, it'll be much easier for them to be convinced that they should hire you or buy your products.

Testimonials work well if they are interspersed within your web site's main content and/or in a side panel, and/or on a separate testimonials (or, "What Our Customers Have to Say") page. I recommend placing them in as many spots as possible, even if you need to repeat a few of them. The longer you're in business, the more testimonials you'll have, so needing to duplicate a few shouldn't be a problem for long.

Some of you may be in certain types of businesses where posting your clients' names on your web site is a delicate issue (or unethical). Naturally, most people seeing a therapist, for example, don't want the world to know that they've been seeking professional counselling. In this case, either use their initials (with permission), a pseudonym, or leave out the name and initials altogether. Your site visitors will understand and, unless your whole web site looks like one giant scam, there's no reason for them to doubt that your testimonials are legitimate.

So, don't be afraid to harness the power of testimonials. Let your successes with previous clients work for you to bring in more of the ideal clients you're looking for.

---

---

### 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 industry.

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.

"I have received many compliments on my website: "great look," "easy to navigate," "professional", "Wow!", and "It's hot!," to name a few, from clients, therapists and other website designer friends. I am very, very pleased with the product.

I highly recommend Nathaniel and nrichmedia. You will get a great website designed for your business—and you'll enjoy working with Nathaniel—no doubt about it!"

- Diane Anderson, Registered Clinical Counsellor, Diane Anderson & Associates  
([www.DianeAndersonCounselling.com](http://www.DianeAndersonCounselling.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](http://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](http://www.websitedesignandpromotion.com), a blog co-authored by nrichmedia and Juliet Austin.

Recent postings include:

[Green Cars on Yahoo!](#)

[Google's Website Optimizer](#)

[Podcasting for Beginners](#)

[Greenpeace Puts the Pressure on Apple](#)

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

---

---

nrichmedia donates 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](http://www.nrichmedia.com/causes.htm).

---

---

The Not-to-be Missed Link: Fivelimes

---

---

Billing itself as "a place to make a difference," [www.fivelimes.com](http://www.fivelimes.com) "allows you to find, review and share eco-friendly and socially responsible products and services that are making this world a better place." What a great resource for finding just about anything from organic beer to socially responsible investing.

---

---

Archives

---

---

To view previous editions of Net Results, visit [www.nrichmedia.com/archives.htm](http://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](http://www.nrichmedia.com).

nrichmedia  
[www.nrichmedia.com](http://www.nrichmedia.com)  
250.871.7424