

Net Results  
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## Welcome

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Okay, technically it's barely winter any more. Only a week to go, according to the calendar. But, as long as it's still cold and rainy here on Vancouver Island, spring hasn't sprung yet!

I was fortunate enough to enjoy two wonderful weeks in Hawaii recently. Although I would have been happy to stay longer, coming home and going back to work I had a fresh perspective, which we all need from time to time. The same, of course, can be said about your web site. Sometimes you need to take a break from looking at your site and come back to it in a couple days (or weeks) to see what could really use improvement. Or, get a fresh set of eyes to view it for you. (If the eye shop is sold out of fresh eyes, you can just ask a friend to look at your site.)

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## FAQ: What is a CMS?

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CMS stands for Content Management System. It's essentially a system of files set up on your web site, which allows you to manage the content of its pages. With a CMS, the text (and, perhaps graphics and other elements) in your site are stored in a database and, thanks to some fancy programming, you're able to access and update that text without needing to worry about the database or learning how to use Dreamweaver or FrontPage (web editing tools) or FTP software.

All you have to do is log in to a password protected area of your site then choose the page that needs to be updated and use the system's text editor to make and save changes to the page. Then those changes are automatically incorporated to your public site.

There are various types of content management systems available at various costs. Depending on how often your site needs updating, it may be a worthwhile long term investment to have one set up for you.

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

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### Featured Article: Determining Your Web Site's "CQ" (Cheesiness Quotient)

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CQ isn't an official technical term. You won't find it in any dictionary that I'm aware of. In fact, as far as I know, I just made the term up.

Your web site's cheesiness quotient is, in essence, its ability to make people say, "Oh my Gawd" (in the bad way). There are many factors that determine your web site's CQ. Following is a list of some of the worst offenders:

1. Flashing graphics.

You know the ones that say "new" or "click here" and keep flashing ad nauseum. Those are major eye sores and really distract and annoy visitors to your site.

2. MIDI (computer generated) music.

Although some music (say subtle classical music) can add a nice touch to certain web sites, for the most part I'm against it. But, whatever you do, don't put that horrible, loud, cheesy circus-like MIDI created stuff on your site. It just screams "unprofessional."

3. Overuse of colours.

Especially bright colours. Not every line of text need to be in a different colour. Is looking at the page hurting your eyes? Colour can certainly be a very effective communication tool, but be careful not to go overboard.

4. Tables with thick borders.

Double the points for this one if they're 3-D borders. Those just look awful. The thicker they are, the worse they look.

5. Cutesy animations.

Unless you're selling children's toys or stuffed animals, these rarely add anything positive to your site.

6. Overhyped marketing talk.

Yes, you need to get your message across. But does each sentence need to end with 16 exclamation marks?

7. Overuse of text formatting.

Sure, some points need to stand out more than others, but if most of your page is in huge font, bold, and/or italics, this formatting loses its effectiveness (and looks ugly).

8. Dark text on a black background.

If your site is going for the "goth" look, fine. But, at least make sure people can read the text.

I'm sure I've missed some characteristics that add to a site's CQ score. And I'm sure people will email with their suggestions to be added. But you get the point.

Have a good look at your web site. Does it contain any of the above items? If so, its CQ is probably creeping up there and it might be time to have it redesigned. Hey, even nicely designed sites need to be redesigned every couple of years. But, if your site's CQ is high, you're likely losing potential customers because of it and you might want to put a rush order (with the word "rush" flashing in big bright letters) on getting it redesigned.

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## About nrichmedia

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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 would like to thank Nathaniel for doing such a wonderful job on my website. It is exactly what I has imagined. Nathaniel was very easy to work with, extremely helpful, always getting back to me quickly with any questions or concerns that I may have. I look forward to working with Nathaniel again in the future."

- Dr. Michelle Hughes, Founder, Comox Valley Acupuncture and Traditional Chinese Medicine ([www.comoxvalleyacupuncture.com](http://www.comoxvalleyacupuncture.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).

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### Web Site Design and Promotion Blog

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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:

[Web 2.0 and Marketing Your Socially Responsible Business](#)

[Greening the Apple](#)

[Using Images to Your Advantage](#)

[Excellent Summary on Key Word Research](#)

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.

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### Charitable Causes

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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).

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The Not-to-be Missed Link: [Hugg.com](http://Hugg.com)

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Hugg ([www.hugg.com](http://www.hugg.com)), a project created by TreeHugger, dubs itself “a source for user-generated green news.” It lets you share an article, video, or web site that you’ve wanted to tell all your green friends about, with everyone. And, it lets other users rate shared stories by Hugging them.

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Archives

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

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Pass it on and Enjoy

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