

Net Results  
Helping your business succeed online.  
Published by nrichmedia (<http://www.nrichmedia.com>)

Volume 3, Issue 2 – Summer 2007

---

---

In This Issue

---

---

- Welcome
- New! Green Web Hosting
- Featured Article: How Can My Web Site Get Better Results?
- About nrichmedia
- Web Site Design and Promotion Blog: Recent Posts
- Charitable Causes
- The Not-to-be Missed Link: [organic.org](http://organic.org)
- Take Our Survey

---

---

Welcome

---

---

It hasn't been the hottest or sunniest summer here on Vancouver Island by any stretch of the imagination, but the more-frequent-than-usual rainfall has meant less need for me to water my vegetable garden and less watering of the lawns by those that do (ours doesn't get that luxury and usually gets nice and crunchy by this time of year). The extra rain certainly keeps things nice and green and makes you appreciate the warm, sunny days, like today, even more.

There's lots of good and new stuff in this newsletter so let's get right to it!

---

---

New at nrichmedia: Green Web Hosting

---

---

nrichmedia is pleased to be offering green web hosting services. Our standard package includes 200MB of disk space (which is usually way more than most small to medium sized businesses require), email and webmail accounts, and web statistics which allow you to track how many visitors there are to your site, where they come from, what search terms they used to find your site, etc.

What makes our web hosting green? A few things, really:

1. Our hosting is shared on powerful, energy efficient servers so the amount of electricity we use is minimized. We maintain our own dedicated environment within these servers so that we have full control over performance and security.
2. The electricity used by the servers comes from hydropower, which, although not ideal, is one of the more environmentally friendly means of power generation.
3. We've purchased wind power certificates to offset the amount of electricity that we do use. Wind power is, of course, a natural, clean, and abundant energy source with little or no negative impact on the environment.

If you would like to switch to nrichmedia's green web hosting, please email [sales@nrichmedia.com](mailto:sales@nrichmedia.com) for information on pricing.

---

---

### Featured Article: How Can My Web Site Get Better Results?

---

---

The Internet is well past its infancy and many (if not most) professionals realize the benefits and, often, the necessity of having a web site for their business or organization. A good percentage of these people have gotten a web site built (by themselves or through a web designer) but are not seeing the increase in the number of clients they were expecting. "Where did I go wrong?" they ask. "Is this Internet thing just one big scam?" Well, no, I think it's pretty legitimate and here to stay – not to mention a very effective marketing tool when used properly. The problem is likely that their web site wasn't thought through properly when being designed and built and now it's not getting the results they wanted. Sound familiar?

Many people know me as the King of Analogy (okay, I don't have the crown yet, but I'm sure it's coming). So, my analogy for this situation is that of quickly building a house, with cheap material, on a shoddy foundation. Once built, you might feel a brief sense of satisfaction, now that you've got a house, just like everyone else on the block does. But, within a year or two, it starts falling apart, not keeping you warm in the winter, looking pretty shabby, and you wish you had thought about what you really wanted in a house, done a bit of research, used quality building materials, and hired professionals to help build it.

So you've got your house that's not quite living up to your expectations. In fact, is it a money pit? Maybe it's time to do a walk-around and inspect the structure to see what could be better.

Okay, back to your web site. Let's take a look at it and see what may or may not be working, what could be improved, and decide if it's even worth salvaging or if it's time to completely start over.

First, and foremost, are you even getting visitors to your site? Take a look through the numbers in your web stats package or Google Analytics and see how many people are coming to your site. Does it seem like a reasonably decent number? (This is relative, of course.) Are the daily numbers staying fairly consistent or, hopefully, trending upwards? If you answered ‘no’ to one or both of these questions, you need to improve the traffic to your site. The main ways of doing so are by improving your site’s search engine optimization (SEO), increasing the number of incoming links, and by simply telling people about your site, verbally and on all of your advertising material (business cards, brochures, radio/TV commercials, etc.)

Next, take a look at the design of the site. Is it pleasing to the eye? More important, is it pleasing to other people’s (i.e., potential customers’) eyes? Take a survey of several trusted friends and colleagues to see what they honestly think. Ask them, “If you were looking to hire a \_\_\_\_\_, would you hire me, based on my web site?”

Does the site look modern and professionally designed? Have a look at several other sites (especially those of reputable companies; not just your competitors’) and then take a look at yours. Are you proud of the way yours looks? If you’re in a business where appearance truly matters (especially if you’re selling something visual), does your web site truly show off your talent and even enhance it?

At the very least, there should be nothing “wrong” with the way your site looks – missing images, things not aligned properly, ghastly color combinations, and so on. And, the pages should load at a reasonable speed for your target audience.

Are people able to find what they’re looking for quickly? Can they navigate from one page to the next with ease? You might be surprised at the answers if you look at your site with a critical eye, as if you were coming to it for the first time.

Now get even more critical with your site. Does every single link (internal and external) work (i.e., go to an existing page)? Are there any spelling mistakes? Are there any coding (e.g., JavaScript) errors? These are things that are often overlooked when putting a site together and can seriously harm your chances of making a good impression. Take a couple minutes and run the pages through a spell checker and link checker. You’ll be glad you did.

Finally, take a good read through the copy (text) on every page of your site. Again, you might want to ask that group of friends/colleagues to read through it for you. If well written, the copy should grab your visitors’ attention quickly, through use of compelling headlines, so that your visitors are encouraged and tempted to read on to find out what you offer that will make their lives better. When they’re finished reading (or at least, skimming) over the text, they should want to take some kind of action – call you, sign up for a newsletter, buy a product – and that had better be easy and obvious for them to do. Is it so on your site? If not, you’ve wasted your time and their time.

The above points are by no means an exhaustive list of what a good web site should look like or include, but it's certainly a good starting point as a 'reality check' to determine if your site is maximizing its potential.

Having read through this article and putting your existing web site through the wringer, you may realize that your web site isn't all that it could be. Perhaps it just needs some fine-tuning. Or maybe it needs to be completely redone. In either case, the longer you leave it, the more potential business you're losing. I'm not advocating rushing through the process of trying to build a high quality web site – that's probably what got you in this position in the first place. But once you've acknowledged that your site isn't getting you the results you want and can now pinpoint why, it's time to get on the right track. Do it properly and you'll be glad you did.

---

---

### About nrichmedia

---

---

nrichmedia creates innovative and unique web sites and other multimedia for ethical and socially responsible businesses and organizations. We also offer green web hosting, 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.

"Nathaniel Richman's design solution for my website is elegantly simple and a pleasure to navigate. He provided timely services. I am very pleased with the results."

- Jerome Markson, Jerome Markson Architect Inc.  
(<http://www.jeromemarksonarchitect.com>)

To learn more about nrichmedia's services, view our online portfolio, and read glowing testimonials from many satisfied clients, please visit <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 <http://www.websitedesignandpromotion.com>, a blog co-authored by nrichmedia and Juliet Austin.

Recent postings include:

[Green Businesses Will Not Solve Environmental Problems](#)

[Google Leading the Green Way](#)

[What the Font is Going On?](#)

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 <http://www.nrichmedia.com/causes.htm>.

---

---

The Not-to-be Missed Link: [organic.org](http://www.organic.org)

---

---

What better time than summer to be hitting the farmers' market and purchasing organic produce? Organic.org (<http://www.organic.org>) is a wealth of information on what the term 'organic' means, the benefits of buying organic, where to buy organic (in the U.S. only for now), product reviews, fun for kids, and more. It's a very nicely designed and easy to navigate site (they must have read my featured article ;)

---

---

Help Us Improve Net Results: Take Our Survey

---

---

Please take a couple minutes to fill out our short survey, which will help make the Net Results newsletter even better and more useful to you. Click on or paste the following link into your browser's address bar to begin:

[http://www.surveymonkey.com/s.aspx?sm=FTvP6I0CC7BCCT4\\_2bXVXi4Q\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=FTvP6I0CC7BCCT4_2bXVXi4Q_3d_3d)

---

---

Archives

---

---

To view previous editions of Net Results, visit <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 <http://www.nrichmedia.com>.

nrichmedia  
<http://www.nrichmedia.com>  
250.871.7424