

Net Results

Helping your business succeed online.

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Welcome

Seems we, out here on Vancouver Island, just got a tease of summer – three days of very warm, sunny weather. I finally brought out the shorts and put the long sleeve shirts away for the year. But now, looking out my office window, it's cloudy, windy, and much cooled down. Funny how quickly things change, isn't it?

You're just waiting for the segue, aren't you?

Alright, here it is... Just like the weather, the Internet is always changing – sometimes very rapidly. The better web sites are in a constant state of flux. If they weren't, they'd become stale very quickly and wouldn't be the top sites that they are. In this issue's featured article, we're going to talk about how you can apply that fact to your web site.

Enjoy (both the weather and the newsletter).

Featured Article: The Benefits of Articles on Your Site

So, you've got your web site all designed and produced and up on the Net. Bring on the new clients! Aside from sitting back and booking new appointments or shipping out your environmentally friendly products, you're done, right? Well... no.

Oh, right, maybe do a little marketing of the site, get some incoming links, let the world know your site's out there, and then you can start getting results. That's it, now, right? Uh, not quite.

Okay, enough of this imaginary two-person conversation.

Yes, it may be true that you can take a bit of a break and rest on your (or your web designer's) laurels for a short while, but if you want your web site to really, you need to think about the long term. Keep in mind that on the Web the "long term" may only be a few years. If you haven't touched your site in that time, it will have gotten very stale and you'll probably have witnessed the number of visitors to your site decreasing and the results diminishing by the week.

If you want people to return to your site on a regular basis and for Google and other search engines to consider your site worthy, you'll need to update its content, at the very least, every three months. That should be the bare minimum.

It may not be easy or practical to change the content on the existing pages of your site very often. But just about every business or organization, large or small, can publish articles on its web site on a regular basis – whether that's every day, week, month, or quarter. There's always something you can write about that will be of interest to your target audience.

Not only does issuing articles give your clients (and potential clients) a reason to come back to your site on a regular basis, but each article increases your site's overall amount of content. And, if the topics are varied enough, each time you publish an article on your site, that will be one (or more than one) new way for Google to find your site.

Let's say you have an environmentally friendly building company. If done properly, your site should get picked up by the search engines for terms such as "environmentally friendly building," "environmentally friendly architecture," "green building," (plus your geographic region) and so on.

That's all good. But, what about industry- or region- specific issues? Your site may not be ranking highly for as many of these as it can. Especially if there are new issues popping up all the time. That's where articles come in handy.

Sticking with our example, perhaps one month you can write about new solar panel technology. If written and linked well, this article may ranked highly by Google for search terms such as "solar panels," "using solar energy in buildings," etc. Since your article focuses on solar panels in particular, it should (all other things being equal) have a much better chance of ranking high than another site that simply mentions solar energy among many items on a page. Google will see that your article page offers specific information about the topic of solar panels used in building.

The same sort of idea is true if your target audience is, say, on Vancouver Island, and you write an article about building specifically in harmony with Vancouver Island's ecology. Doing so would potentially get your site ranked well for search terms such as "eco-friendly building Vancouver Island" or "Vancouver Island ecologically sound houses" or "green architecture for Vancouver Island."

It may seem like a chore to come up with new ideas and write on a regular basis. However, you'll soon see that the possibilities are endless. Just think of information that you would find useful or interesting if you were a customer. Or make a list of common questions that your clients ask.

As for finding the time to write, just commit to setting aside a specific, regular time. For example, if you decide that you're going to put out a new article every month, why not designate the last Friday morning of the preceding month to write it? Or whatever works with your schedule. Once you make the commitment it's not too difficult to stick with it. In time, the effort will pay off with more traffic to your site, more repeat traffic, and, ultimately, more business.

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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 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 other designers and programmers, according to the needs of the project, to provide the client with the most professionally designed web site and other marketing material as possible.

"Nathaniel came highly recommended and I am very pleased with the way he was able to put together a website that reflects who I am personally and professionally. He listened to me and could take some very basic and simple ideas I had and transform these into a Website design that totally resonates with me. I appreciate the energy, effort, and creativity that put all that I had written into a crisp, clean, and professional web page design. Something that I could never do on my own and well worth the investment. I would recommend Nathaniel to anyone wanting a professional looking website."

- Klaus Klein, Parent and Teen Counsellor (<http://www.kdkcounselling.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>.

Green Web Hosting

nrichmedia is pleased to be offering green web hosting services. Our standard package includes 200MB of disk space (usually more than most small to medium sized businesses require), email and webmail accounts, web statistics, and more.

What makes our web hosting green?

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 and 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.

To sign up for or switch to nrichmedia's green web hosting, please email sales@nrichmedia.com for information on pricing and getting started.

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>.

Archives

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

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