

Website Elves

"Affordable websites that don't look cheap!"

Volume 1, Issue 3
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Seasons Greetings from Website Elves

Another year is almost over..... so if you are not ready for the Christmas and New Year break, you better get a wriggle on! The countdown to Christmas has well and truly begun!!

Are you going away over the festive season? If you receive large emails on a regular basis and you are planning to be away from your computer for a long period of time, let us know!

We can temporarily increase the size of your mailbox to cover your period of absence so that you don't miss any of your important emails.

We would like to wish you and yours a safe and enjoyable Christmas and New Year.

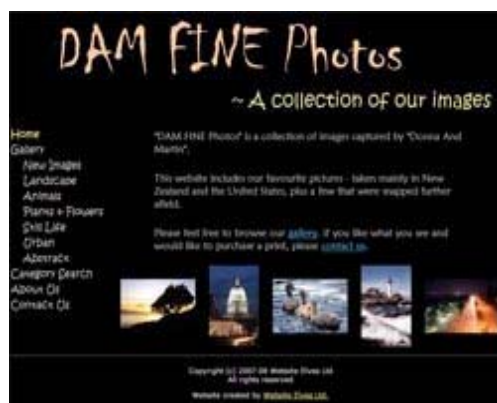
Thank you for your business and referrals in 2009 - we look forward to working with you in 2010.

Best Regards, Martin and Donna.



P.S - We will be available during the holiday period should you need to contact us.

DAM Fine Photos



Did you know that The Elves dabble in photography in their spare time?

This website showcases our favourite photos which are available for sale on Trade Me. At the risk of "peddling our wares", feel free to take a look! www.dfphotos.co.nz

Keeping the content on your website fresh!

So you have finally done all of the work you need to do in order to complete your website? The images have been chosen, the content written and the design approved? And after all of this, you thank goodness that it's all over and you have your website finished?

Well, you might need to think again.....

The reality is that our websites are never completely finished.

You see, the best way for Google (and other search engines) to continue finding your website in the myriad of others out there, is to regularly make changes to the information on your website.

So, just when you think that all of the hard work is done, you realise that in actual fact, it is better to make plans to continually update your website. If your competitors' websites are being updated on a regular basis, and yours isn't... you know what that means right? Your website will not rate as highly in the search result as others.

You may be wondering what is involved in making changes, and what sort of changes we are talking about?

If your products or services remain the same, maybe you could add new photos, feature a special story, or run a competition? How about adding new testimonials from satisfied customers, or profiling changes in your industry? There are many possibilities.

You should aim to update your website at least once a year with some new information, however in order to be ranked higher with Google (etc), we do recommend that you update more regularly than this.

And remember that it costs a lot less than you may think! Our purpose built website design software enables us to quickly make content changes to your website, which allows us to keep your costs to a minimum. Any time you wish to make changes to your website, simply drop us an email and we will update your site for you as requested. If you would like an estimate of the cost first, drop us a line and let us know your plans.

Looking for a new or lost pet ?

Website Elves has decided to sponsor an advert to help raise the profile for Animal Welfare located at 48 The Concourse in Henderson. Animal Welfare provides a range of services all directed at improving animal welfare standards, educating the public in a better understanding of animal welfare and of course finding good homes for those animals less fortunate, abandoned, neglected and unwanted. Are you looking for a dog / puppy, cat / kitten, rabbit, guinea pig, bird or even some livestock?

Visit the friendly team at Animal Welfare. You can find more information via the website www.waitakere.govt.nz, keyword animal welfare.



Are you looking for a new or lost pet?

Visit Animal Welfare, at 48 The Concourse, Henderson.

Protecting your brand name

Imagine surfing the net to find that a business with a similar name as yours has a domain name which could get mixed up with yours! Or even worse, imagine that someone has taken a domain name which is very close to yours and is promoting unsavory products or services under that name! Protecting your brand name online is an important business decision that you need to look into - sooner rather than later.

So before any of these things happen, take a few minutes to consider the domain names that you would like to secure in order to protect your brand. There is nothing stopping you registering more than one domain name, and having them all directed to your website. That way, you are protecting your brand and image by "covering your bases".

You might like to consider registering domain names that spell words slightly differently, or that use abbreviations (eg co as well as company). What about singular vs plural; and if your business name includes the word "the" you may want to consider registering the name without "the" as well. Consider your options, then decide the dollar amount that your brand is worth.

Dedicated Landing Pages for a specific topic

Speaking of domain names, here is another idea! Think about the keywords that you want your website to be found by, and take a look to see if those keyword domain names are available (eg affordable website). If they are, you can incorporate a one page "website" for each keyword or keyword phrase that you decide) into your actual website.

This is called a landing page and it could provide you with more internet traffic. Your viewers could find your 'landing page website' when searching specific keywords. As this landing page is just one page of your full website, with your usual full menu structure, they can then view the rest of your website easily. By writing your copy carefully, this may just capture a few more viewers and of course potential customers to your website.

This is a very cost effective way of widening your audience. If you are interested in a landing page of your own, let us know. It won't cost you 'an arm and a leg', just usual maintenance fees.

Giving back to the community

You may not realise that Website Elves has made a commitment to "Give back to the community"? We want to help make a difference !

Not for profit organisations need to have a website presence in order to benefit from the exposure the internet offers. This additional exposure assists with community awareness, which in turn increases the chance of receiving monetary donations and offers of help from volunteers.

Website Elves recognises that not every charitable organisation has the resources available to design a website for their recipients' use.

We have on offer, each financial year, one free website (with 12 months free hosting thrown in!) to a 100% not for profit organisation. Contact us for further information.

*Do you know
of a 100%
not for
profit
organisation
that needs a
website?
Nominate
them now!*

Have a question?

We would like to help!
Please, do not hesitate
to contact us!

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Website Elves can help you and your
business in many ways!

Our core focus is website design and
matching business cards, however we are
also able to assist you with additional
services such as:

- Website Hosting
- Domain Name Registration
- Search Engine Optimisation
- Email account configuration
- Set up of website statistic tracking
- Copy writing
- Photo conversion for the web

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