

# Website Elves

"Affordable websites that don't look cheap!"

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It is amazing the amount of information that you can source regarding the visits to your website....

## Chatterings from The Elves

### Slow start to the year?

Well here we are! 2010!

Where did the last decade go?

We trust that you all had a nice summer break, those of you whose business could allow you some time off, and that you are well and truly back into it - and looking forward to the opportunities that this year could bring!

So how has 2010 been so far?

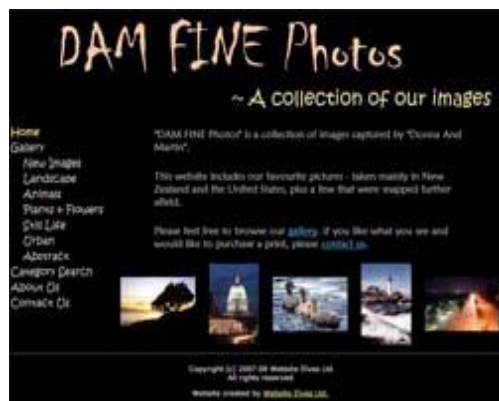
Does it feel like almost one quarter of the year has gone already? No? We don't think so either. But it has, so if business is not looking that great so far, maybe you need to consider giving it a bit of a boost?

Advertising is always a tough topic - both to consider and to pay for!

However most businesses can not survive without advertising somewhere, somehow, some of the time. It's all very well having a great product or service but if no-one knows about it—then your business will suffer.

We have already touched on free directories in an earlier issue but what about ad services that you have to pay for? There are loads of them out there... maybe it is time for you to do some research on costs and the return exposure so that you can make the best decision for your advertising dollar?

## 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](http://www.dfphotos.co.nz)

## Privacy Policies

Do you collect information from viewers on your website? If so, do you have a Privacy Policy available? If not, then you need to.

A Privacy Policy is a legal document that discloses some or all of the ways a party gathers, uses, discloses and manages a customer's data. Many Internet sites collect data from a customer, and the privacy policy will contain details of what personal information the site is actually collecting and how it will be used.

In New Zealand, we are governed by The Privacy Act 1993 of which it's main purpose is the promotion and protection of individual privacy. In the most simplest of terms, the act covers privacy principles dealing with the collecting, holding, and use and disclosure of personal information - as well as the individuals' right to access and to request correction of their personal information.

If you collect information via your website, your privacy policy should mention how the information is collected and the purpose of which you will be using it. You should also offer a method of contact for the access

and correction of personal details.

The disclosure section is the 'nuts and bolts' of the privacy policy and generally refers to what is or isn't being done with the information that is being collected (eg selling or transferring of personal information, collection of cookies, storage of personal information etc).

The Website Elves Privacy Policy is very basic as we collect very little personal information via our website.

The majority of our customers will only need a very basic privacy policy also, as Website Elves' websites do not collect cookies or involve a high level of technological interaction.

To get an idea of others' privacy policies, and what they do or don't include, simply google "privacy policy". To make this more relevant to the laws of this land, only search sites in New Zealand.

So next time you are considering divulging your information via a website, you may just like to check out what they have to say in their privacy policy before you go ahead and tell them everything about you.

### 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](http://www.waitakere.govt.nz), keyword animal welfare.



*Are you looking for a new or lost pet?*

*Visit Animal Welfare, at 48 The Concourse, Henderson.*

# Website Review

You have probably heard or seen Debbie Mayo-Smith even if you don't realise it. She has been featured on the radio and tv, writes regular columns & has published many books.

Debbie Mayo-Smith is an International Motivational Business Speaker and Author who is both inspiring and motivating. Her website includes a vast array of information and resources. You can sign up for her free newsletter and read her many free articles, both full of tips and tricks to make your business more successful.

Her website is full of information that could help you on your road to success! She even includes tips on parenting and worklife balance. Take a look at the range of books, DVD and audio that she has available online. This is one website that you will want to make sure that you don't miss!

[www.successis.co.nz](http://www.successis.co.nz)

## Google Analytics

Have you had a look at your Google Analytics lately? It is amazing the amount of information that you can source regarding the visits to your website.

You can report on views by *content* which among other things will show you which pages are being viewed the most. Also you can report by *traffic* to show you which keywords are bringing you the most visits and via where. And the visitors report tells you where your visitors are from, how long they stay, whether they are new or returning, how many visits you receive and even the browsers that are being used to view your website.

You can even set it up so that you automatically receive reports on whichever parameters are of most interest to you, on a regular basis (daily, weekly, monthly or quarterly). And all of this can be reported on for multiple time periods. It really is worthwhile taking a look to see what is happening with your website - you may be surprised as to what is going on out there!

Not set up? Let Martin know and he will set it up for you for free!

## 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

Contact us today!

## Our Most Recent Websites

### Not Alone

Donna has been working on a  
very personal website project  
which deals with grief and be-  
reavement. The website is a  
work in progress which will grow  
over time - providing resources  
which are helpful in planning  
funerals and memorial services.



Not Alone is a division of Web-  
site Elves Limited, created by  
Website Elves.

[www.notalone.co.nz](http://www.notalone.co.nz)

### D-Bug Fairies (Duplex Template Design)



Got a problem with Head Lice?  
D-Bug Fairies Ltd can eradi-  
cate that itch in the comfort  
of your own home. Their lotion  
is non-toxic, all natural plant  
based products. The active in-  
gredients are known anti-  
parasitics and are suitable for  
sensitive skin.

[www.dbugfairies.co.nz](http://www.dbugfairies.co.nz)

### The Little Feet Company

The Little Feet Company pro-  
vides the ultimate baby hand  
and feet casting.



Their experience and quality  
are second to none. The Little  
Feet Company's special casting  
procedure uses a natural prod-  
uct which is safe, non-toxic and  
fast, capturing every line and  
detail.

[www.thelittlefeetcompany.co.nz](http://www.thelittlefeetcompany.co.nz)