



M. Sullivan Web Newsletter

Newsletter 6
June 2011

Dear Mary,

Last month's newsletter was definitely heavy on the website side, so I thought that this month should have a better balance for those of you who don't have a website, nor need one. I'll continue the SEO series later, but we are coming up to the silly season, so let's have more fun!

Mary

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Website of the Month



Most of you who read this newsletter know that I have been teaching myself WordPress this past few months. I am now creating sites in this platform and enjoying the challenge.

This month's site is for a company called [Top Tomato Foods](#). They are a family business that has been around for over 50 years. I was asked to update and renew their site and make it easy for the current staff and any future staff to update it themselves. I created a manual for them to refer to and they are already blogging about what great healthy foods that are in their market already! I was lucky to be there for the first few days of strawberry season and got a quart of strawberries. They were wonderful!

Top Tomato is famous as the premier grower of artichokes in

Interesting Sites & News

I received an email from someone (thank you) about auto correct in phones and how unintentionally funny those corrections can be.

I wasted a bit of time looking at this site.

[Damn You AutoCorrect.com](#)

Warning, autocorrect has a dirty mind, so if you are easily offended, you may want to skip this site. However it is pretty hilarious.

BE A DONOR

Finally, the online donor site is ready to take your good intentions to donate your body parts (when you are done with them) and allow you the ease of registering online. The site at [beadonor.ca](#) was so overwhelmed in the first few days of it's activation, that it couldn't handle the load! A good news story for a change!

When Parents Text

Mom: Do you want waffles or muffins for breakfast? Just text "A1" for waffles or "B1" for muffins.

Me: Why did you go through all that trouble? Why can't I just text "waffles" or "muffins"?

Ontario. Normally grown in Europe and Southern California, they are growing artichokes right here in Ontario!

I was also happy to do a site that promotes the idea of the 100 mile view on food, whereby we try to buy local. I think artichokes from Ontario as opposed to California or Europe is pretty special! If you are travelling to Toronto or out their way, check out their 19th Ave Market.

Facebook Strikes Again

Facebook is changing your settings again, without telling you! They have been introducing Face Recognition technology to Canadians (the U.S. has had this first) and is adding it to our accounts with it enabled, without letting it's users know.

They have been taken to task before about changing settings that compromise their user's privacy before, but they keep doing these things.

It may not be in our area (or your area) by the time I write this (I checked my account, and it wasn't available yet), but you should check and decide what you want the setting to be.

Basically, what it does is allows you to upload a photo, then uses face recognition to match that photo with other photos you've been tagged in. It will then suggest the name of the people in the photo. You may think this is a good thing, but you should have a choice.

To disable it,

- go to the Accounts section of your account, and click on Privacy Settings.
- then in the bottom of the middle section you will find a small link that says Customize settings, click on this.
- Then in the Thing other Share section, you will see a "Suggest photos of me to friends" option. If it is available you can change it to disabled.

How NOT to Multitask

I heard recently that our crazy lives are changing the very way that our brains work. We once had brains that worked like this when we were constantly looking for food, avoiding being food, and just trying to survive. But over thousands of years they evolved to a calmer way of working.

But now with emails and news sites and Twitter we are pulled in ever changing directions. Being in this constant state of stress and looking for the next thing, is not great for our health. There are programs that actually turn off all the distractions when you just want to work or write at the computer, but it's just as easy to sign out of all those programs that beep at you and resist the urge. I know my email noise is like Pavlov's dog's bell was to him (I don't salivate, but I'm itching to see what the message is.)

Read this great article here on [how NOT to multitask](#).

Enchantment

I recently read a brilliant book by a fellow called [Guy Kawasaki](#) called *Enchantment: The Art of Changing Hearts, Minds, and Actions*.

The book explains when and why enchantment is necessary (in



Mom: We are texting in code! ;););) :)

Me: Waffles

Mom: A1 or B1?

Me: WAFFLES

Mom: Sooo...A1?

Me: Mom. Yes.

Mom: I think I would rather have muffins. I'm making muffins

[whenparentstext.com](#)

Kaleidoscope Eyes

Katie Alves has an interesting hobby, she paints. But not paintings in the usual sense, but using makeup, creates these amazing murals on her face. check out her page at [deviantART](#). The Lion King picture is amazing!

Join Our Mailing List!

The Power of Thank You

I had an email a few weeks ago telling me how wonderful I was (from a client). I was so surprised I emailed the person back and asked them if they meant to send it to me!

It's so unusual to be thanked and for people to express their appreciation that we (or I) are confused when it happens!

I read an article a year or so ago called ["Don't underestimate the Power of Thank you"](#) and it was mostly about how you will stand out when applying for jobs but I think it is a nice touch for all of us in our every day life. We can all be busy, but manners are still nice to remember.

ICANN Approves unlimited domain names

I wrote a few months ago about the possibility that domain

<p>business mainly) and that the three pillars of enchantment are: likability, trustworthiness, and a great cause (or product to sell). It's very interesting and a great way of approaching your business.</p> <p>But there are a lot of interesting nuggets on promoting your business as well. He mentions that the usual way to promote a book is to send it to the twenty or thirty well known book reviewers and hope that they read it, like it and review it. That way these very few but influential people will hopefully persuade the great unwashed to read it.</p> <p>So he sent out a message to the members of Alltop which is a website that allows you to create "personal, online magazine rack" of your favourite websites and blogs. (about 20,000 people) and asked them if they'd review his new book. 1200 people said yes, so he sent out 1200 books in the hope that he'd get 1200 reviews. They may be bloggers for a site for moms, photographers, homeschool news, but if they liked it, their readers may like it too.</p> <p>But by getting those bloggers to tell their friends etc about his book he was planting many seeds. And basically, you want as many people as possible to know about you and your product. And if they liked the book, they enthusiastically told their friends (like I'm doing now)</p> <p>It's a great book, and I plan on reading some of his others.</p> <p>I hope you have enjoyed this month's newsletter. If you would like your website featured, or have anything you'd like me to introduce, please feel free to email me.</p> <p>Sincerely,</p> <p>Mary Sullivan Germars Web Design</p>	<p>names would be opening up to include names apart from the usual 300 or so that are available now.</p> <p>ICANN voted in Singapore on 20th June to go ahead.</p> <p>Most of the extensions available now are country based, with the .org and net types making up the balance. This will allow for names such as .apple, or .bank to exist.</p> <p>It will also open up the issue of lack of choice in the .com category as most popular names are long gone. As I mentioned before though, you and I won't likely be buying our own domain names anytime soon. At a price tag of \$185k, this will be a privilege for the wealthy or big business. However we could be able to buy domains with different extensions individually when they are approved.</p>
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