



<p><b>M. Sullivan Web Newsletter</b></p>	<p><b>Newsletter 5</b> May 2011</p>
<p><b>Dear Mary,</b></p> <p>So much to learn, so little time. This month I've been working on increasing the hits to my site, but have had new contacts and business from a source that I've used for a while now, and it does pay off.</p> <p>You may notice on websites that I create (and may have done for you), the little copyright note at the bottom of your site, along with a small credit to myself with a link. I do this in the hope that some one will like your site and want me to create one for them. This month, that practise gave me two new contacts and a new website job. This is a subtle, but effective way to market myself.</p> <p>Linking to other sites and mentioning your website in all sorts of different ways increases traffic and helps your business. It never hurts to give credit and links to other businesses and ask them for links back to you, but don't forget any associations you may belong to as well, as they often have lists of members that will include your site.</p> <p>Thank you for allowing me to market myself on your sites, and as you may already know, whenever I create a site, I put it onto my own <a href="#">website portfolio</a>, which in turn, promotes your business.</p> <p>Mary</p>	<p><b>YouTube</b></p> <p>Did you know that YouTube is used to search for things more than any other search engine next to Google?</p> <p>This is an interesting fact because if you want to be noticed (professionally or personally) it seems that a video on YouTube is the place to do it.</p> <p>A video has recently gone viral about melanoma cancer called <a href="#">Dear 16 year old me</a> that has gone viral. What better way for a charity to get their message out than with a well thought out video.</p> <p>Remember the <a href="#">Will it blend?</a> videos? That company has a following, and a healthy bottom line now, because they took humour to show how good their product is. It's an idea that many of us could incorporate into our businesses. Your video could be about your charity's cause, a help video or interviews with customers at events.</p> <p>Add humour and it could be the next YouTube sensation!</p>
<p><b>In This Issue</b></p> <p><a href="#">Website of the Month</a></p> <p><a href="#">Prey &amp; Twitter save the day (or laptop)</a></p> <p><a href="#">Search Engine Optimization - Part 2</a></p> <p><a href="#">YouTube is #2</a></p> <p><a href="#">LinkedIn</a></p>	
<p><b>Website of the Month</b></p>	<p><b>LinkedIn</b></p>



This month's site was created to promote an event for The Kawartha Lakes Food Source. The [Men in a Tent](#) Event is going to be **Five men, Five days, One Tent**. They will live in Victoria Park in Lindsay for five days and four nights (in a tent) kicking off on **National Hunger Awareness Day**. They may only eat the rations that a food bank user would receive.

There are lots of activities happening in the park and chances to meet and speak with the men, take in lunch each day and learn more about what the Food Source does. Have your picture taken with them if you bring a donation of non-perishable food to the event.

If you live in the Kawartha Lakes area, I hope that you will join in the fun, for a serious cause. It takes place **May 31st - June 4th** so let's all think sunny skies during that week. If not for the men (after all, they'll have their tent) but for us!

This is all in association with the [Kawartha Lakes Food Source](#).

## Prey & Twitter

Sean Power from Ottawa went on a trip to New York City and had his laptop bag stolen along with his birth certificate, cell phone and cash. Fortunately, he had installed a security program called [Prey](#) onto his laptop that helped him get it back!

Prey allows you to log on and take snapshots of the person using the laptop and uploads them to your account. Sean then twitted to his followers on Twitter the IP address (still in the bar he had last seen it), along with the photo of the person using his laptop. **Now don't try this at home**, but some of his followers happened to live in Soho New York and actually talked the man into giving them back Sean's property after he realized they had his photo and that they would likely call the police.

Prey is a open source software, meaning it is free to use (there is a paid version with other options) and sounds like a good idea for all your expensive toys. There are other programs like this out there, but this one works on Mac, Windows and Linux.

Source: [Toronto Star - Friday May 13, 2011](#)

## Search Engine Optimization - Part 2



LinkedIn is a social networking site, similar to Facebook, however it is different in that it isn't used like a Facebook business page to promote your business to clients, as much as a networking area for professionals without all the games and distractions of Facebook.

You could think of it as an **online Chamber of Commerce**.

**What Linked in allows you to do is:**

- **connect with professionals in your own area of expertise** in the Groups area. You can use these areas to share ideas, pick up a few tips and connect with people who have the same interests.
- **Help your search engine optimization efforts**. With your personal profile and company page, you can link back to your own website, giving you a higher rank in Google.
- **Stay on top of industry news**.
- **Demonstrate your expertise** by posting answers in the sites Answers section.

When you sign up for LinkedIn, you make connections rather than becoming someone's friend. This introduces you to their connections, which helps you meet more professionals.

Joining relevant Groups is a good way to make connections as well as share information and find support. For example, I've joined groups to do with SEO and website design.



I started writing about **Search Engine Optimization** last month by mentioning Google's Keyword Tool. This month's tip is **Google's Wonder wheel**.

First, enter a word or phrase you think relates to your business, in my case web designer. At the left you will see under "all results" - wonder wheel. (It may say nothing but "more search tools", but in that case use the drop down menu to find wonder wheel).

Now upon clicking on the Wonder Wheel option you will be presented with a circle like graph which contains the main search phrase in the middle and other related terms branched off from the circle. This gives you other ideas, and if you click on any of the branches, you will be presented with more relevant results (to the right) and the wheel will grow. The results on the right will give you ideas of phrases or words that the search engine brings up.

It's a visual way to think up different search words for your website. You can use it just to search, when you aren't sure exactly what words to use to search for something, but this can help your website because it may be possible that your potential audience don't know how to search for your business either.

My original search led me to the phrase "Freelance web designer" and clicking on that brought up "web designer needed" and if I was looking for work, that may be a place to check out.

At the very least, it is a fun and visual way to think up ways to describe what you do, but it also brings up the results to the right of the wheel as it does, and you can see who your competition is.

I've managed to double my weekly hits this month, not too hard, it was only ten before! I'm up to 20 now. I have launched my new WordPress site this month, but it is still a work in progress!

[Wonder Wheel video - on YouTube!](#) (where else?)

**Next month... Tip #3 - Keyword Spy**

Next time.....

I'm reading 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 business mainly) and that the three pillars of enchantment are: likability, trustworthiness, and a great cause. It's very interesting and a great way to thinking of approaching your business. I'll explain more next time, after I finish the book.

I hope you have enjoyed 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.

Sincerely,

You can also **ask for recommendations** from clients, colleagues and other people in your network to endorse you through LinkedIn Recommendations. Like a reference letter, they reinforce your professional identity online. You can then easily return the favour. These recommendations are considered "social proof" that someone has vouched for you that you are good at what you do, and can deliver results.

But LinkedIn isn't just about promoting yourself, it is important to use it as a tool to help others and their business as well.

## Careful Tweets

A Roger's [Sportsnet](#) newscaster was fired recently for tweeting his views on gay marriage.

It was called a new employment phenomenon, **career suicide by social media**. It's not new though, last year a woman's firing made the news after she had a bad day at work and shared it with her "friends" on Facebook. Trouble was, she'd also "friended" her boss. She was told via Facebook, that she didn't need to show up for work in future.

It's a warning to us all that the internet is not the safe haven of anonymity that we would believe.

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