

Hi!

It's been a busy start to the year over at Toolkit Websites. We've expanded our team to include two new Project Managers, a new Sales Exec and more Support Techs - all so that we can continue to deliver even better websites to our clients.

This month we put the spotlight on [Chateau Real Estate](#) and the new look for [Morgan Rose](#). We also look at [Twitter](#) to boost your marketing power. And if you'd like to widen your website, have a look at our new [layout options](#).



Wishing you a successful 2010.

Best Regards,
Marcus

top 

Client Case Study: Chateau Real Estate

Anna from Chateau Real Estate was looking for an elegant and sophisticated website to echo the high end nature of their work in London and Greece. However Anna was adamant that the website had to be easy to update.

So we created a smart new website for Chateau Real Estate using the powerful Toolkit platform. We designed a large animated feature on the homepage, with elegant photography of properties chosen by Anna. The rest of the pages have been created to look as clean and stylish as possible whilst remaining easy to update.



[View our Recently Published Websites >>](#)

top 

Client Relaunch: Morgan Rose

Simon Morgan from Morgan Rose Solicitors is a long standing client of Toolkit Websites. So when he was working on creating a new corporate image for Morgan Rose, he did not delay in requesting a new design for the website from Toolkit Websites.

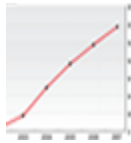
To create a more professional look, we used a deep grey colour scheme, widened the website, and used high impact photography in the header. As you can see, the results are stunning.



[Have a look at their New design >>](#)

top

Marketing Tip: Twitter for Business



The status update service Twitter is opening up communication on the web. Big names like Innocent Smoothies are using the service to keep customers informed of their latest product launches and to answer client queries. It's a great way to interact with a young and passionate web savvy market. You could post about your latest news, the special offers you're running and the big stories in your sector.

[Find out how to use Twitter for your business >>](#)

top

Toolkit Tip: Downloadable Brochures



Many of our clients have brochures or paper forms that they send to their customers. In a bid to save postage we are often asked if you can put their brochure online. The answer is Yes!

Simply upload a PDF of your brochure to the Toolkit, and then link to the PDF on a page or in a sidebar from your website. Visitors to your website can then download the brochure to their computer and then print it out at home if they want.

You can upload a range of files to the Toolkit including Microsoft Word documents, Excel files and PDF files.

[Here's a guide on how to upload a file>>](#)

[Here's a guide on how to link to a file>>](#)

top

Search Engines: Business Directories



Search engines rank websites more highly if they have lots of links pointing to them from other websites. The best links are the ones from websites in a similar area. To help accomplish this for your website you can start by submitting your website to online business directories. We've put together a list of popular ones in the Toolkit.

It's also good to list your website in directories specific to your local area and your business type. So for example, we've listed our website in Southampton and Hampshire directories, and in Web Design directories. Try a quick search for directories in your business area online.

[View a list of general business directories >>](#)

top

Product Focus: 3 Column Layout



If you need some extra space on your website to link to more pages or highlight that great promotion you're running, consider upgrading to our 3 column layout. We'll carefully modify your website design to work with a wider layout and upgrade the Toolkit to contain the functionality for a second sidebar on the right hand side of your website. You'll then have the space to add special offers, more calls to action, or download links to both sides of your website.

[Find Out About Our Layout Options >>](#)

top

That's all for this issue, thanks for reading!

P.S. The Toolkit Websites Easter Bunny Has a Present for You!

[Download an Easter Wallpaper >>](#)

t:	02380 633644
a:	30 Carlton Crescent, Southampton, Hampshire, SO15 2EW
w:	www.toolkitwebsites.co.uk
b:	blog.toolkitwebsites.co.uk
£:	Refer a friend for £50 commission
fb	Join us on Facebook
	Subscribe to our RSS Feed



[Forward to a Friend](#)

To ensure our newsletter always reaches your inbox, please add newsletters@toolkitwebsites.co.uk to your address book. If you prefer not to receive news from us in the future, you can [unsubscribe](#) here