

Helping You Grow Your Business

Oct 2010

Hi!

The last few months have been incredibly busy here as our team have been launching the latest version of our website software, the Webkit. Our clients will now have faster, more search engine friendly sites with more features.

We've been listening to your requests as well and as a result we've introduced a new Pro Pack which includes updatable Drop Down Menus, Headers-Per-Page and Sidebars-Per-Page.

This month we put the spotlight on Simply 3D and the new look for Marine Resources. We've also got tips on using Review Websites and adding video to your site.

Best Regards,  
Marcus



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## Client Relaunch: Marine Resources

We've got a great history of working with clients in the marine industry and Marine Resources recruitment is one of our longest standing clients.

The Managing Director was looking to refresh their website to help drive traffic to their jobs ads. We completely redesigned the website and added custom buttons and a new bold header.

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



If you'd like to redesign your website or get a completely new site, simply give our friendly team a **call on 02380 633 644** and we'll be delighted to discuss your project.

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## Client Case Study: Simply 3D

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Registered in England Number 04718196

Simply 3D offer Design and Prototype Printing services from their base in the Midlands.

Simon from Simply 3D wanted a unique design that drew on his corporate branding. We took the shine of his logo as inspiration and combined it with abstract graphics for a unique look.

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



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## Toolkit Tip: Add Video to Your Site



Adding video is a great way to bring your website to life and engage with your visitors. Even better, Youtube, the video hosting service from Google is now considered the second biggest search engine with more and more people searching for video information. If you upload your video to Youtube, you can link it to your website, which is great for SEO. They also give you an easy to embed player that's very simple to add to your Toolkit website.

[Watch a Toolkit client adding his own video >>](#)

[Here's a guide on how to add a Youtube video to your website >>](#)

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## Search Engines: Harness Review Websites



More and more people are looking for authenticity when choosing a business online. A great way to build trust with your potential customers is to harness the power of review websites.

If you sign up for an account with a review website you can then invite your existing clients to review you, giving you valuable feedback on your products or services. Even better from a search engine perspective, most review websites will allow you to have a link back to your website on your listing with them. An inbound link and trust building. What more could you want!

[Here's a handy page with links to some good review websites >>](#)

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## Our New Website Software: The Webkit



Over the last few months Toolkit Websites have welcomed the relaunch of our websites software, called the Webkit. This upgrade has been in development for three and a half years and the remarkable functionality of this new platform has been worth the wait! The Webkit has had a complete technical overhaul. Here are the main advantages:

### More Features

Our websites now have the option to add updatable drop down menus to make navigation easier. We

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have also added headers-per page which allows you to add a different eye-catching header to each page on your website. We've also launched sidebars-per-page which enables you to select different sidebar boxes for each page.

### **Better Design**

We've been working on exciting new back-end systems to enable our designers to create even more varied and exciting designs. We can now control even more aspects of the layout and structure of your new website.

### **Faster Websites**

This is great news for our clients as loading speeds are becoming ever more important. Search engines factor website speed into their results and a faster website improves the end user experience.

(We even had a [launch party for the Webkit!](#))

[Take a look at the new website for Alogspan that we built using the new Webkit >>](#)

If you'd like to upgrade your existing site please get in touch and one of our team will be delighted to discuss your project. **You can call us on 02380 633 644.**


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

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