



Hello and Welcome

Thank you for the great feedback I received about our first newsletter last month. We are here to help you so if you have any questions please don't hesitate to get in touch.

Despite the recession we are investing in our clients and increasing our commitment to providing the highest quality service we can. So we're pleased to **welcome Lexi, the newest member of the support team.**

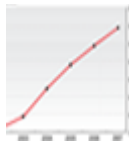
We've also been in the news! The Association of Certified Chartered Accountants featured Toolkit Websites in their monthly newsletter we were also **featured on the front page of newbusiness.co.uk**

Read on for more **Great Marketing Tips**, how you can use **use Google Local to reach more customers**, and how to **improve your credibility** with business class email. We're also turning the spotlight on the recent re-launch of the Website for **Morgan Rose**, a firm of Solicitors based in the City in the heart of London's legal community on Chancery Lane.

And remember you can always earn yourself £50 with our **Refer a Friend Scheme!**

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Marketing Tip



Getting Ahead in 2009

We build websites and have been for over ten years. However we aim to help our customers in all aspects of their online marketing, not just their website, providing helpful advice on how to promote their company to the world.

Tip #2. Business Website Mistakes You Can't Afford to Make

Out of date information on your company website is really unprofessional. Make sure you update your business website regularly. Search engines actually base part of their ranking on how often a website is updated with new content, and its great for your customers too!

Make sure there are pictures on your website that are of you, your business and your team. If you're selling a product on your website, have accurate product images. Pictures make you seem credible, and make your website more personal in the impersonal online world. And if you can film a short video about your company even better as 59% of all web traffic is now video, and it helps your clients to get to know you.

A professional looking, credible, frequently updated website makes you stand out, and gives you that all important edge on your competitors.

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New Client Spotlight



Stevens Bodyworks

Stevens Bodyworks is a commercial car body builder and accident repair specialist company. Based in Market Drayton, North Shropshire, the company specialises in both new build and accident repair for commercial vehicles and accident repair for light vans, cars and 4x4's.

They felt that their existing website was too cluttered and not user friendly. Even more important the website was made completely of images, severely harming their search engine ranking and thus reducing the number of visitors likely to visit.

They were really pleased with their new website because along with being much clearer and easier to use, they had the ability to update the website themselves, which they found to be great value for money!

“The ease with which we could get our ideas interpreted into a finished article without numerous meetings and correspondence, and as the website ideas evolved, changes could be easily made and included.”

[You can see before and after pictures and read more here >>](#)

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Search Engines Tip



Add Your Site to Google Local

Do you want great local search results? Google Local Business is Google's own directory of businesses that is linked to Google Maps, and these listings appear at the top of Google search results.

Its a great way to get your website to the top of Google's Listings.

[View My Video Guide to Google Local >>](#)

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Client Relaunch of the Month



Morgan Rose Solicitors

This firm of Solicitors are based in the City in the heart of London's legal community on Chancery Lane.

The brief was to update the website to give a modern twist without trying to re-invent the website.

Our designers have created a clean and streamlined design that's both modern and classic, bringing the company look up to date, whilst ensuring it looks elegant for the future.

Simon Morgan, the Managing Partner at Morgan Rose is really pleased with the results:

“As always, a first class service provided by Toolkit Websites that took all of the stress out of a full redesign.”

[Take a look at the new website for yourself!](#)

If you'd like help updating the look of your site, please get in touch and one of our team will be happy to discuss your project with you. You can call us on 02380 633 644

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Toolkit Tip



Updating Your Contact Form Recipient in The Toolkit

All the website contact forms that we construct are updateable within the Toolkit so our clients can update the recipient's email address whenever they like.

[View our guide on how to edit the recipient of your contact form](#)

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Product Focus



Business Class Email

What do you think when you see a new email pop into your inbox? Do you judge the sender based on their address? Do you question how trustworthy they are?

Let's face it if you received an email from:
garden_man@hotmail.co.uk Or info@gardenservices.co.uk

Which one are you more likely to trust...?

Getting an email address for your business is a great idea; and we can set you up with an email address based on your website address. This adds that professional touch to your email address and comes with loads of great business class features:

- **Webmail** – check your email on the go from any computer with an Internet connection.
- **Back ups** – daily backs ensure that should your computer blow up your emails are safe.
- **Mail Client Compatible** - setup your email on your home computer in Outlook, Mac Mail and more.
- **Unlimited Aliases** – alternative email address that direct emails to your main mailbox. So you can have steve@gardenservices.co.uk delivering email to info@gardenservices.co.uk.
- **Mobile Access** – check your email using your mobile phone, iPhone or Blackberry, with full synchronisation of your emails and contacts.

“Toolkit Email gives me a reliable and secure service, at an affordable price!”

[Read more about Business Class Email >>](#)

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

If you found this email is useful please [Forward to a friend!](#)

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