



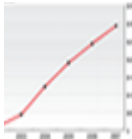
Hello and Welcome

Everyone at Toolkit Websites is getting really excited about our upcoming 10th Anniversary. It's been amazing watching the company grow from strength to strength and I'm looking forward to many more successful years. If you'd like to find out more, [you can read about our company history here.](#)

In this months issue, we put the spotlight on [Parsons Lettings](#) and [Care At Home](#), two fantastic website designs we have launched this month. We also see [how LinkedIn can help you market your business](#), and [examine how Social Media can keep you in touch with your clients](#). I'll tell you how to [use your website browser title to improve your SEO](#), and how to [keep your financial details updated in the Toolkit](#).

[top](#)

Marketing Tip #5



Use LinkedIn for Business Networking

Having a strong active network is important for any small business who wants to grow. LinkedIn is a social networking site which specialises in business users. By setting up a LinkedIn account you have unlimited access to thousands of like minded business people. You can use your LinkedIn profile to improve your Google Ranking, publicise your business, advertise jobs and ask industry expert advice.

[Find out more about LinkedIn >>](#)

[top](#)

New Client Spotlight



Parsons Lettings

Shumon Choudhury of Parsons Lettings specialises in property rental throughout the UK. Shumon needed a website which was visually striking, highly informative with the capacity to be updated as and when he needed.

We adopted Parson's Letting's ethos - "We Refuse to Let You Down" in **creating a modern, eye catching website with all the functionality necessary to run a successful online letting agency.**

Shumon said " **the team was very helpful**" throughout the whole design process.

The design is clean, crisp and contemporary. The information is easy to read, and with a wide range of navigational features, visitors to Shumon's new website have been highly impressed with how accessible it has become. Shumon also took advantage of Toolkit Website's bespoke form function. **By adding a bespoke newsletter signup form he encouraged greater interactivity with visitors to his site.**

[Have a look at the new website design here >>](#)

top ▢

Search Engine Tip



Put Some Keywords in Your Website Title!

You've added relevant keywords to your page and your page aliases. Your links use the right keywords too. What's the next step? Adding keywords to your Website Browser title. This is the text that displays at the top of your website browser and lets your visitors know which website they're looking at.

So it's important that your Website Browser Title is descriptive for both your visitors and the search engines. You should have your company name in the title and some keywords about the services you offer.

[Here's a guide on how you can edit your website browser title>>](#)

top ▢

Client Relaunch of the Month



Care At Home Limited

At Toolkit Websites we like to ensure that our customers are happy and confident that their websites are presenting the best possible image of their company. Sir Wayne Welch of Care at Home Ltd contacted Toolkit Websites for a complete design makeover.

Care at Home Ltd is a Hampshire based care service provider. They supply fully trained staff to care homes across the Hampshire and Berkshire area.

As one of our most valued and longstanding Clients we worked with Wayne to create a redesign package that would deliver a current, stylish website with up to the date content. **The bold new design helps emphasise the caring image of the company.**

[Take a look at the website redesign here >>](#)

If you'd like help updating the look of your 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

top



Toolkit Tip



Update Your Direct Debit Details

Changed your bank account? Updating your banks details and direct debit couldn't be simpler in the Toolkit.

You can quickly change account number and sort code, and if you require a direct debit mandate for more than one signatory, you can easily access the form and print it out yourself. We're committed to making having a website as easy as possible for you.

[Here's a guide on how you can update your Direct Debit>>](#)

[top](#) ▢

Product Focus



Social Media Pack

You may know many businesses, have a wide base of clients and a body of colleagues and employees, but are you keeping contact with them online? Social networking keeps you in touch with the people you do know and introduces you to people you are just waiting to meet.

Our Social Media Pack is vital for keeping in touch with your colleagues, clients & customers. It includes Twitter, Facebook and LinkedIn setup, along with a personally designed blog skin and your very own Youtube channel.

By using these Social Networking Services you can then market your business in a range of ways to increase sales and get more business.

[Find out more about our social media pack >>](#)


[top](#) ▢

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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