



Hello and Welcome

We love breaking records here at Toolkit Websites. This month our delivery team smashed their personal best and put 5 websites live in a day! Have a look at our [recently published websites](#).

In this months issue, we put the spotlight on [Anne Dee](#) and [XM Yachting](#), two fantastic website designs we have launched this recently. We also see how you can improve response rates to your [marketing](#). I'll tell you how to [use directories to drive traffic to your website](#), and how [keep great copy will improve your SEO](#).

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Marketing Tip #6



Use Compelling Copy to Improve Response Rates

Most people think of the web as being a visual medium. However, one of the most important parts of your website is the actual text or copy. Poor spelling and grammar, over simplified text or too much jargon can turn visitors away from a website. The best website copy is compelling and informative. Make sure your website has a "Call to Action" that makes people want to get in touch with you.

[Find out more about how you can use great copy on your website >>](#)

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New Client Spotlight



Anne Dee, Horse Communicator

When horse communicator Anne Dee decided she wanted a new website, she was looking for a classier, subtle but still strong design that emphasised the serious nature of her work. We've delivered with a **clean and elegant** black and green design that Anne loves.

Anne was charged for updates to her old website, and didn't feel confident about asking for updates. Now she can use the Toolkit to add the latest news quickly and easily, having taken up her **free over-the-phone training session** from our Support team. Anne loves the passionate customer service at Toolkit Website:

"Fabulous service and company geared around customer service and individual need" - Anne Dee, Ayr, Scotland

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

Search Engine Tip



Use Directories to Drive Traffic and Improve Rankings

If you're trying to get to the top of the search engines, you need lots of links pointing to your website. One good way to get some inbound links is to list your website on a range of directories. You can choose to list your websites on local directories like Bview or Touch Local or on directories specific to your business area.

Local directories often give your clients a chance to leave review about your business. So not only are you getting a great link to your website, but useful testimonials too! What's not to like?

[Like to see an example of a Bview listing? Why not leave a review on ours? >>](#)

If you'd like to find some business specific directories, try typing in your business area and the word "directory" into Google. This should bring up hundreds on directories you can sign up to

Here's a few links to some useful local directories:

[Bview.co.uk >>](#)

[Touch Local >>](#)

Client Relaunch of the Month



XM Yachting

Amy from XM Yachting wanted to celebrate the 4th birthday of the XM Yachting website in style. So she approached Toolkit Websites for a complete overhaul of the website design.

We modernised the website design, working with Amy to include a bold background image and eye catching sidebar boxes to encourage visitors to browse the website.

Amy also chose to include our animated slideshows on her homepage to **draw attention to new products** with a fantastic sunburst effect.

The finishing touch was a subtle updating of the company logo in the header area. This was then used as a watermark in the content area to give a **professional feel**.

We're really proud of this design here at Toolkit Websites and it sounds like Amy is pleased too:

"The whole redesign has been fantastic. I couldn't be happier!" - Amy Smith, Hedge End, Southampton

[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

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Toolkit Tip



Boost SEO with Link Text

The Toolkit has lots of great built in tools that you can use to help improve your SEO. A great way to improve the optimisation of the website is to add keywords to the Title text of the links, both those pointing to internal pages and those pointing to other websites. Title text appears when people hover their mouse over the link and is also useful for accessibility. Editing the title text is simple using the built in link editing features in the Toolkit.

Find out how add title text here here:

<http://www.toolkitsupport.co.uk/How to Add Title Text to a Link>

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Product Focus



Copywriting Services

Even the greatest website designs can be compromised by badly written text. Why take that risk? On the other hand, great copy will boost visitor numbers to your site – and help turn those visitors into customers. Professionally written copy therefore pays for itself, often in a surprisingly short time.

We've started working with an award winning copywriter who uses his 20 years of experience to transform the copy on your website.

If you'd like to improve the copy on your website and improve it's search engine performance give us a call on 02380 633644 or send an email to:

support@thetoolkit.co.uk

[Find out more about our copywriting services >>](#)


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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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