



Hello and Welcome

Firstly a big thanks to everyone who has come on board with Toolkit Websites in the past month. This has led to our most successful month ever for the second month in a row! Thanks to all of you who have referred us, its great to get such positive feedback about our service!

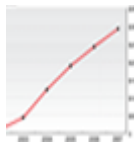
If you haven't already you can earn yourself a crisp £50 note with our [Refer a Friend Scheme!](#)

This month I visited the Internet World 2009 show at Earls Court. It's Europe's longest running event for digital marketing and online business. Whilst I was there [I made a short video](#) about the great marketing tips I discovered from the show which you can view on our website.

In this months newsletter, we'll take a closer [look at Google Webmaster Tools](#), a free and easy tool to analyse your website and see exactly how Google views it. Also I'll tell you how to optimise the links on your own website to [enhance your search engine ranking](#), and how to [promote your online brand](#) with our favicon design service. We're also turning the spotlight on the recent re-launch of the Website for [Hotel De Vie](#), a stylish boutique hotel offering 'informal luxury' located in the old english market town of Farnham, Surrey.

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Marketing Tip



Getting Ahead in 2009

As our ten year anniversary comes closer its become even more important in the current economic climate that our clients websites work hard for their businesses. Part of our commitment to excellent customer service is our ongoing support of our clients, providing helpful advice on how to promote their company.

Tip #4. Using Google Webmaster Tools to Analyse Your Website

Google have some terrific free tools for helping you get the most of your website. So how do you get the best out of your website?

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

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New Client Spotlight



Pro Train Solutions

Neil Hardie was looking for a new website for Pro Train Solutions, a training company based in Farnham. He was looking for a website that was very simple to update, and looked very professional. It was really important to him that the website had a very high quality design.

“The Toolkit is so easy to use. It’s excellent and if something crops up I will just call the very helpful staff who can answer any question I throw at them”

We created a design for him that reflects the colours and shapes in his logo. It has a dynamic animated header that reflects the different areas in which Pro Train Solutions can provide training.

[You can see the website and view other examples here >>](#)

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Search Engines Tip



Let’s Look At Links!

Don’t you think the links on your site should be working for you? Every link on your page can be read by the search engines too, so it’s good if the text that is attached to these links is based on your keywords.

Rather than just having a link to ‘Services’, you could call the link ‘Painting Services’ or ‘Air Conditioning Services’ depending on your business. The same goes for links in a side bar. Rather than just saying “Click here to read more”, you could say “Need painting and decorating services in York? Click here” or “Click to find out how we can help you to write your will and give you peace of mind for the future” See how that uses more keywords?

You can also link keywords in your text to relevant pages on your site. It’s good to have a link to the homepage on all other pages. Don’t go overboard with the internal links as more than 15 – 20 will make search engines think you’re a link spammer, but 3 -4 links on each page that point to other pages on your website with keyword based text should be enough.

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Client Relaunch of the Month



Hotel De Vie

It’s a bit different this month. We’re showcasing a new client of ours and talking about evolution not revolution. Roger from Hotel De Vie came to us with a problem. He had a great looking website that he loved. But he couldn’t update it.

So Toolkit Websites came to the rescue. We carefully adjusted the design of website so it would work with Toolkit and still retain the design and style that matched his existed branding.

Now Roger can easily update his website whenever he wants. He’s really pleased.

“The service is very good. The Toolkit is easy to operate and I can make changes to the website”

[Take a look at the new website and see if you can spot the difference!](#)

If you’d like help updating the look of your site, or want to integrate our Content management

system, 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



Viewing Your Invoice History

It's the beginning of the new financial year. If you're looking to keep track of your invoices from Toolkit Websites, then you need to check out the Toolkit. All your past invoices are available for you look over and download in the Toolkit so you can make sure everything's up together.

[Here's a guide on how you can view all your past invoices >>](#)

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Product Focus



Favicon Design

It's the little things that matter. That's why we offer a bespoke favicon service here at Toolkit Websites.

A favicon is a graphic that is associated with your website, and displays next to the website address, in the bookmarks folder and on tabs in most graphical web browsers. It's a small bit of design that can help towards reinforcing your brand every time someone looks at your website or their favourites folder.

“Increase your online brand awareness with this simple and cost effective add-on to your website.”

[See examples of our Favicon designs >>](#)

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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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