



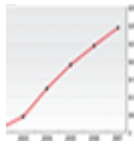
Hello and Welcome

We are now half way through the year and what a year it has been for Toolkit Websites so far! This month we would like to welcome not one, not two, but **three new staff members!** **Jack** has joined our Technical Support Team, **Leah** will be focusing on Client Support and **Will** is the newest addition to our Sales Team.

In this months issue, we see [why a company blog can get you more business](#), take a closer [look at Google Analytics](#), a fantastic tool for tracking visitors to your website. I'll tell you the best way to [phrase your content for SEO](#), and how to [submit your website to the major search engines](#) from within the Toolkit. We also put the spotlight on [Frontier Fitness](#) and [First Aid Works](#), for two fantastic website designs we have launched this month.

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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. Google Analytics – Track your websites success

Knowing who your visitors and how they are reaching your site can be a valuable tool in assessing who your visitors are and how to market toward them further. Google Analytics allows its users to track visitors to their website. You can see how they arrived at your site, which area of your site is attracting the most attention. You can also access this information as often as you need and monitor exactly how changes to your website are perceived!

[View my video on Google Analytics >>](#)

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New Client Spotlight



Frontier Sport Health and Fitness

Paul Simmons runs Frontier Sport Health and Fitness. Due to the rapid expansion and success of his business Paul needed a website which could be easily updated ensuring his clients were offered the most competitive, accurate and contemporary service possible. Toolkit Websites were more than happy to offer advice and guidance every step of the way.

“The service was very good and there was a constant stream of offers to

help during the building of it.”

The result was a modern, accessible and innovative site offering Clients up to date products and information from the world of fitness.

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

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Search Engines Tip



Unique Content Phrasing!

What are the most unique parts of your site? What services do you provide that your competitors don't, which products do you sale which you know will gain interest? Replacing general terms with specific detail can have an enormous impact on who finds you on the web and how fast.

Another question you might want to ask is where are you? The answer to this may seem very obvious but being location specific has been proven to dramatically improve the optimization of your site. All of these words together can increase their power by using them together.

Phrases are more focused than single words. If you are a driving school, what separates you from every other driving school in the UK? "Driving" may be a word you find frequently on your business site, but driving what? Driving where? What is the service?

"Driving Instructors West Sussex." Linking those words give a whole new focus to what your website is really about.

[Get info on our new copywriting service turning your text from good to great! >>](#)

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Client Relaunch of the Month



First Aid Works

In the world of the web, vanity has nothing to do with the need to constantly appear looking great. Nigel Powell, founder of First Aid Works was more than aware of this when he contacted Alex in a design SOS.

Nigel needed a complete redesign of his website; he no longer felt the old look best represented his company. Toolkit Websites helped Nigel achieve a fresh, modern design to help inject a whole new lease of life into the First Aid Works website.

From start to finish Nigel has been absolutely delighted with his brand new design!

“I have had half a dozen messages saying how much better, modern and fresher the site looks and I agree!”

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

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

Toolkit Tip



Search Engine Submission

Did you know you can submit your website to the major search engines from the Toolkit? We have links to Google, Yahoo and MSN, now called Bing.

Submitting your website ensures you get indexed on their database so you can be found by customers looking for your business.

[Here's a guide on how you can submit your site >>](#)

Product Focus



Blog Design Service

Do you blog? Keeping your clients informed of your news and services is a great tool in securing strong customer relationships. Keeping an online blog is a great way of keeping your clients and colleagues informed of news and changes within your business.

We maintain our own blog to let our customers know about new products and service, the latest web design news and tips and tricks for small businesses on how to get the most from their website.

If you want to see how we use our blog visit blog.toolkitwebsites.co.uk

Many free online blog sites offer you a standard blog page with no room to customise or brand your posts. With online marketing a good message is just as vital as knowing who those messages are coming from, so ensuring your name is always identified with your words is a must!

Keeping your blog in line with your website helps create a really strong brand identity. Having a blog skin design which follows the design of your website is not only a fantastic branding tool but also an excellent marketing tool for your SEO. People finding your blog posts on the net can then instantly see your company design and be redirected to your site.


[Find out more information on our blog design service >>](#)

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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