



Hello and Welcome

This month we've transformed our offices into a film studio to record our new company video. It was great fun although there was no catering or Winnebago!

I think you'll agree it clearly communicates our 3 key promises of an easy to update website, at great value with top notch customer support.

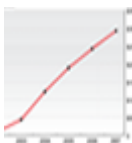
Last month was also our best sales month ever. In this recession we are noticing more and more companies are looking for greater value and wanting more bang for their buck. With our packages starting from a modest £752 + VAT many businesses are surprised to learn you can get a fantastic business website which doesn't cost thousands of pounds.

We have also had a record number of referrals, so remember you can earn yourself a crisp £50 note with our Refer a Friend Scheme!

In this months newsletter, we'll take a closer look at Facebook Pages, a free and easy vehicle to promote your organisation to tens of millions of Facebook users. Also I'll tell you how to let Google know what your website is all about, and how to promote your service with our new image gallery upgrade. We're also turning the spotlight on the recent re-launch of the Website for Salon 108, a stylish unisex hairdressing salon offering a 'wide range of hairdressing services' in Bexleyheath, Kent.

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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 #3. Using Facebook Pages to Market Your Business

Love or hate Facebook, it will be around for a while yet, and it's very likely that many of your target audience are already on there. So how do you best leverage Facebook for your business?

[View My Video Guide to Facebook for Business >>](#)

New Client Spotlight



Alan Mannion Photography

Alan Mannion decided he needed to get a new website for his wedding photography business because his old website did not allow him to showcase his photographs, and update the content easily.

“The response rate for queries & help has been very quick, friendly & helpful.””

We created a bold design for him based on his new logo, carrying through the styling in the different area of the website. The built in gallery features of the Toolkit help Alan control how his images are displayed and keep his content fresh.

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

Search Engines Tip



Does your Site have Meta Tags?

The two important Meta Tags for SEO are a short description and a list of keywords that describe your website. These are hidden in the HTML code of your website and can only be read by search engines.

This information gives the search engines an idea about the subject of your site and it's pages. With the Toolkit you can set up a default set of Meta Data that displays on every page, and you have the ability to individually customise Meta data on a per page basis that will override the default data.

[How to add default meta data for your whole site >>](#)

[How to add meta data for individual pages >>](#)

Client Relaunch of the Month



Salon 108

Since taking over the Salon last year Linh Uong, the new owner, has embarked on a full refurbishment of the Salon.

To match Salon 108's refreshed look Linh also wanted to have a makeover of the website. Our brief was to refresh the website design, to show off the new look of the Salon whilst retaining the distinctive branding of the business.

Linh is really pleased with the results:

“I was pleased to learn I could keep the website up to date really easily using the Toolkit. I love the fresh modern look of our updated website. It really captures the look and feel of the salon after our recent refurbishment.”

[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



Viewing Your Email Remotely

Ever needed to check your email whilst you were away from home? Or maybe when you were using someone else's computer? With Toolkit Webmail you can always keep up to date with your email from any computer with an internet connection. The webmail service is available as part of our fantastic email service that includes daily back ups, spam filtering, i-phone and blackberry sync.

The Webmail service has some really great benefits such as being able to set up an auto response for when you go on holiday, and setting up email filters to deliver mail directly to a mail folder and managing your spam settings.

To use the service visit:

<http://www.toolkitwebmail.co.uk>

Log in with your email address and password. If accessing your email from a mobile device why not try our

stripped down version:

<http://www.toolkitmobile.co.uk>

[View our guide to our email service](#)

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Product Focus



Light Box Image Gallery

All our website packages come with our standard image gallery, however if you want to show off your images to their best effect you may want something a bit special.

Like our standard thumbnail viewer, the Lightbox system is an excellent attachment for anybody who wishes to show a portfolio of images. This gallery will open an enlarged version of any thumbnail image clicked on whilst darkening the rest of the site. It will also include previous and next buttons to the image as well as displaying a caption of your choice.

“If you are serious about showing off you work then this is the perfect add-on to your website.”

[See examples of lightbox gallery in action >>](#)

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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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