

Hi

This month we have some [important news about Google](#) and what you can do to improve your position in the search engines.

As a part of our commitment to delivering [Passionate Service](#) we are welcoming a new member to our team. [Chris Rushton](#) will be answering your calls and emails ensuring you get the best service possible. We'd also like to congratulate [Jack Manley](#) who recently undertook an NVQ IT Practitioner course passing with distinction in record time!



This month we are promoting our [Custom Flash Design](#) service; find out how to add interest to your website with an eye-catching Flash animation. We are also showcasing [Boldfort Ltd](#) as one of our top websites this month as well as looking at the [Loopy Lorna's](#) website redesign. Keep reading for useful tips on how to add [Google Maps](#) to your site.

Weâ€™ve got some exciting updates to the Toolkit in the pipeline, so keep an eye out for our new and improved text editor for managing page content and a new streamlined image editing module.

Best Regards,  
Marcus

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## Client Case Study: Boldfort Ltd

Boldfort Ltd is a long established building contractor and project management company who specialise in central London residential refurbishments. Our team set about designing a clean, simple and classic design for their website reinforced by stunning photographs of their projects showcased by our Lightbox Gallery feature. We think this minimalist and stylish website captures what Boldfort Ltd elegantly creates for their clients.



[View our Recently Published Websites >>](#)

[Find out more about the Lightbox Image Gallery >>](#)

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## Client Relaunch: Loopy Lorna's Tea House

Loopy Lorna™'s award winning Tea House in Edinburgh has been a valued customer of Toolkit Websites for over three years, so when they asked for a redesign of their website, we were more than happy to put together a great package for them. Their new website was an evolution of their existing one updated to incorporate their new and delicious branding.

We updated the design of the site using our extra wide two column layout ([find out more about our website widening service here](#)).

The background was changed to a pink with a bird image silhouette to reflect their new branding. The website's overall design has been modernised bringing a more contemporary feel that reflects their image.



[Have a look at their new design >>](#)

If you'd like to redesign your website or get a completely new one, simply give our friendly team a call on 02380 633 644 and we'll be delighted to discuss your project.

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## Toolkit Tip: Google Maps



Make it easier for people to find your business by updating your contact page with Google Maps.

Google Maps is a great way to bring in local custom whilst presenting a visual representation of your company location. It's easy to add Google Maps to your website yourself or you can ask us to do it for you.

[View our guide for adding Google Maps to your website >>](#)

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## Search Engines: Google Panda Update



- Google have recently launched a major re-work of the algorithm that determines their rankings. This update is designed to reduce rankings for low-quality websites which copy content from other sites or websites they perceive as not very useful. It will provide better rankings for high-quality sites with original content that are updated on a regular basis.

How can Toolkit Websites help you?

- For Toolkit Websites customers it's very easy to make changes to the text and images on your website. Thanks to the Toolkit you can alter and update any content at anytime. And with our new text editor and streamlined image editing modules about to be launched this will become even easier.

What can you do?

- If you are copying another website's content then you should immediately replace it with your own original content. If possible make your copy more accessible, using language that is easy to read and interesting.
- If you have pages with repeat copy from your own website, weak or very little content, then simply improve them or remove the pages altogether.
- Give your users a little bit more when they click on a page. Try and include images, videos, eye-catching text and pages linking back to your best content.
- Promote your content on social media platforms like Twitter and Facebook.

[Toolkit Tips for Writing Great Content >>](#)

You're also welcome to call the office on 02380 633644 to book in an over the phone refresher training session.

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## Star Product: Custom Flash Design



If you are after something a bit snazzier, a tool to increase your traffic or something bespoke on your website, then our custom flash design package might just be the thing you need.

Whether it be a slideshow of 3 to 6 images with transition effects, or something more elaborate where the images in the header change when you click or hover your mouse over specific parts of the animation, we have the answer. With five different levels of Flash to choose from there is something to suit everyone's needs. Adding elements like this to your website can help drive more people to your page and assist in increasing enquiries about your service.

If you want to know more about this package please call our team on 02380 633 644 or email [support@thetoolkit.co.uk](mailto:support@thetoolkit.co.uk).

[More on our Custom Flash Design service >>](#)

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**That's all for this issue, thanks for reading!**

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