



Hello and Welcome

Happy New Year and Welcome to the first **Toolkit Websites** newsletter.

This year is our **10th Anniversary building websites for small businesses** and I'm writing this newsletter to help companies like yours flourish in this time of economic uncertainty.

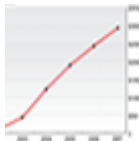
Read on to find out my **[Top Tips for Marketing Success](#)**. I turn the spotlight on the recent relaunch of the **[Website for Chalet D' Antoine](#)**, a Hotel in the popular ski resort of Megeve in France.

Also in this issue I explain how to **[Improve Your Search Engine Ranking](#)** and what you can do to **[Get Your Website Ranked by Google Faster](#)**.

There is also the opportunity for you to earn £50 with our new **[Refer a Friend scheme](#)**

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Marketing Tips



Getting Ahead in 2009

For over ten years we've been helping businesses get online. Our service includes sound advice on how our clients can promote their company so each month we'll be looking at great marketing tips - which anyone can use to achieve their best sales results ever!

Tip #1. Email marketing - start using email marketing NOW!

Email marketing is extremely cost effective and perhaps the single most powerful marketing tool available to small businesses. Communicating with your clients is very important and sending emails costs very little!

[Find out more about email marketing >>](#)

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New Client Spotlight



Magical Taxi Tour

The Magical Taxi Tour is a London based charity, run by the Worshipful Company of Hackney Carriage Drivers.

That is London Taxi drivers to you and me! Each year the volunteers drive a convoy of licensed London taxis to take over 200 children suffering from a range of chronic debilitating illnesses and life limiting conditions, on a three-day trip of a lifetime to Disneyland Resort Paris.

Phil thought the Magical Taxi Tour needed a new site was because the old site design was a bit dull and

boring. We created a really bright and colourful design based on Phil's requests.

“People don't look at a boring website. Being able to keep it updated will encourage people to look at the website, especially with the animated header.”

Phil's so pleased with his current site that he's already recommended our services to another company who have also signed up for a website!

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

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Search Engines Tip



Update your Page Titles!

Do you have generic page titles like Services and About on your site? Your page titles need to include your relevant keywords because search engines can read them and use them to rank your website.

Choose page titles that succinctly describe your page content and include your main keywords. The Toolkit gives you power to edit individual page titles.

[Read our Free Search Engine Optimisation guide >>](#)

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Client Relaunch of the Month



Jay Blatherwick - Chalet d'Antoine

Jay runs the hotel Chalet d'Antoine which located in Megève, a traditional Alpine village, in the Mont Blanc region of France. Jay asked us to give her website's design a refresh ready for the start of this years skiing season.

“Quick to respond, professional and great value for money are three reasons why I have The Toolkit design my web site above any other company.”

Check out the re-design using the link below, I think you'll agree her new site looks great!

<http://www.chalet-antoine.co.uk>

Would you like your website re-designed, modernised or simply given a seasonal face lift?

Updating the look of your website every so often shows your website visitors you are a company that takes its website seriously. A change of your website, even for seasonal periods such as Christmas re-enforces to the visitor that the website is up to date.

We offer a full re-design service for your website, the service includes:

- ✓ Dedicated designer working for you.
- ✓ Printable mock ups of your website for you to review
- ✓ Unlimited design revisions until your 100% happy.
- ✓ Re-design integrated with your content so you can see the design and content in

- ✓ unison.
- ✓ Design integration with the Toolkit, so you can keep the new design updated yourself.

If you'd like help updating the look of your site, please get in touch and one of our sales team will be happy to discuss a price with you.

<http://www.toolkitwebsites.co.uk/callback> - or Call Us Now on 02380 633 644

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Toolkit Tip



You Can View Your Entire Enquiry History in The Toolkit >>

Thats right! All of the enquiries from a contact form on a website built using the Toolkit are backed up and saved for you to view. Here's a guide on how to use the Toolkit to check the enquiries from your contact form at any time.

http://www.toolkitsupport.co.uk/Enquiry_History

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Product Focus



SEO Sitemap

A Sitemap is a file which contains a listing of all the pages within a website. The file is used to inform and direct search engine crawlers so that web pages can be discovered and indexed quicker. Our Sitemap has some great benefits to your website:

- ✓ Speeds up website submission to the major search engines.
- ✓ Compatible with Google, Yahoo and MSN.
- ✓ Lets search engines know when you update your site

“The SEO Sitemap allows me to tell the search engines when my websites been updated! Its my direct line to Google!”

This sitemap feature allows you to tell the search engines that your website content has changed. By upgrading to the sitemap bundle you can also update your search engine sitemap as often as you like.

[Find out more about the Sitemap Tool >>](#)

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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!

I'll see you in a few weeks.

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