



Hello and Welcome

This month I finally managed to take my first holiday in 10 months! I visited a South African Township to help build a house for orphaned children. Whilst it may not be everyone's idea of a relaxing break it was very rewarding!

It's also fantastic to know the business is in good hands, so credit must go to my fantastic team who constantly deliver the great service our customers demand.

In this month's newsletter, we'll take a closer **look at Google Alerts**, a great and easy tool to monitor your website and be notified if your competitors websites change. Also I'll tell you how to use page aliases to **enhance your search engine ranking**, and how to **increase your enquiries** with our innovative page peel advert design. We're also turning the spotlight on the recent re-launch of the Website for **Alex Dungan**, an independent financial advisor covering West Sussex and Hampshire.

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Marketing Tip



Getting Ahead in 2009

As our ten year anniversary comes closer it's 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 Alerts to Monitor Your Website & Your Competitors

Google have a fantastic service called Google Alerts that you can use to monitor your website for changes, be alerted if someone mentions your website or simply to check out when your competitors websites change so you can see what they are up to!

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

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New Client Spotlight

**2thefore**

Katie King and Glen Goldsmith from 2thefore, a specialist PR and communications consultancy, came to Toolkit Websites for a complete revamp of their website.

“Within just a few weeks, Toolkit Websites have delivered a modern, vibrant and compelling website which we can now be proud of”

The old website was tired and simply looked out of date. We created a design that is both vibrant and professional, at a very competitive price.

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

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Search Engines Tip



Optimise Your Web Page Address

Did you know you can add keywords to the website address of each individual page on your site? This is known as adding page aliases.

Take a look at the website address for our frequently asked questions page:

www.toolkitwebsites.co.uk/webdesignservices

There are three keywords in the page alias, Website, Design and Services.

You can even add location specific keywords to page aliases, which gives a local focus to your keywords. This can be really usefull for SEO.

Here`s another good example of an alias from one of our client`s websites:

www.nc-painting-contractors.co.uk/antrimpaintingcompany

[Find out how to add page aliases to your website with the Toolkit >>](#)

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Client Relaunch of the Month



Alex Dungar

After an extensive print work and stationary overhaul, Alex thought it was time his website was brought into line with his new company branding.

Using the new company branding supplied by his print designer we came up with a fresh website design that provides continuity throughout his business branding. I think you'll agree it looks fantasitc and is a great improvement on his old design.

Alex has two words to say about the new look website:

“Great Job!”

[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 can call us on 02380 633 644

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Toolkit Tip



Adding Alternative Text For Images

Well chosen images can add interest and drama to a website. However not everyone views a website in the same way. Visually impaired visitors will not "see" images when accessing a website using a screen reader. A visitor with a slow internet connection or an older browser may not see images due to slower loading times. Why not consider adding Alt Tags to the images in the body of your website to ensure they are working for you all the time?

Alt Tags are descriptions of the image that get embedded into the code of a website. These will be displayed if the image does not load up properly, and will be read out by screen readers, letting people know what's on the image. You can even use them to help with SEO, and the Alt Tag can contain optimised keywords.

[Here's a guide on how you can add Alt text to your website images >>](#)

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Product Focus



Page Peel Adverts

Driving Enquires to your business has to be top of the list when it comes to what your website should do for your business.

In the past companies have employed banner adverts, pop ups and fly ins to promote their services. Unfortunately all these do is annoy your website visitors, driving them away!

Advertising Is Supposed To Attract More Sales - Not Scare Them Away, Right?

Well there is an answer to this, in the form of Page Peel Adverts, the latest innovation to the web for actually **making your visitors excited** to see your ads!

“Increase enquires to your business with the best way to get visitors to get in contact.”

[See examples of our Page Peel 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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