

What with the Easter holidays, spewing volcanoes and the build-up to the election it's been a rather crazy month! You'll be pleased to know however that the team here at Toolkit Websites are always on hand to answer your questions, whatever the weather.

This month we put the spotlight on [Dive in Style](#) and the new look for [Hex Fireworks](#). We also look at [why you need to be able to update your website to boost your marketing power](#). And if you'd like to add that little something extra to your website, try some [static or graphics buttons](#)



Wishing you a successful summer!

Best Regards,
Marcus

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Client Case Study: Dive in Style

Building on our success with the great new website for Original Music Travel, we were pleased to work with the same team on a new website for Dive In Style, the luxury diving guide and travel company.

We've created a sleek and elegant design to reflect the high class nature of the trips. What's more, using the Toolkit allows the team to keep adding the latest diving holidays to the website.



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

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Client Relaunch: Hex Fireworks

Hex Fireworks wanted to revamp their website to make it more interactive and visually appealing as they pushed forward with their marketing. We were more than happy to help.

Alongside the stunning new design, we helped them set up a Youtube channel, Facebook Fan pages and a Twitter feed, all of which integrate beautifully with the website.



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

Marketing Tip: Get an Easy to Update Website



We know that life moves fast in the world of business. As a business owner you have to ensure that your customers have up to date information about your products and services in order to stay ahead.

If you're stuck with a website you can't update, you can't reach the large number of people searching online. With a Content Management System, you're in control of the content on your website. If you start a new promotion, you can add it to the website. If you need to make an important announcement, you can add it to the website. We have created our own Content Management System, called the Toolkit to help keep your website updated.

[Find out how to convert your website to a Toolkit website >>](#)

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Toolkit Tip: Promote a Special Offer Online



If you're running a special offer at the moment, you're going to want to add it to your website to try and get maximum exposure. With the Toolkit this is simple! You can add details about the promotion to any of the pages on the website, or create a dedicated special offers page.

To ensure the special offer gets seen, you can then use the Toolkit to create a new sidebar that has the details of the offer, or links to your special offers page. You can even change the homepage of the website, so the special offers page is the first page that opens up when a visitor goes to your website address.

[Here's a guide on how to create a new sidebar >>](#)

[Here's a guide on how to set your homepage >>](#)

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Search Engines: Think About Links



Search engines look both where the links on your website go, and what they say. To maximise this to improve your search ranking, make sure links to your site and within your site use your keyword phrase as the link text. In other words, if you want to rank for "dog walking bristol" then use "dog walking bristol" as link instead of a "Click here" link on your website. Make sure any one who links to you does the same.

You should also focus on search phrases, rather than single keywords, and put your location in your links as well ("our High Wycombe shop" not "our shop") to help you get found in local searches.

[Here's how to add links to your Toolkit powered website >>](#)

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Product Focus: Static and Animated Graphics



Sometimes you just need that little something more. Our Static and Animated graphics add that designed touch to the links on your website. They can be used to highlight special offers, or calls to action, and with their extremely "clickable" designs they encourage visitors to view the important pages on the website. Add that little extra something to your website. For our newsletter readers, we've got a special discount....

[Find Out About Our Static and Animated Graphics >>](#)

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