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Jean and Norman Art NEWSLETTER

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Dear contact,

Websites can be
Dynamic with *Real
Management Tools.*

TIPS FOR YOUR WEBSITE

Update your site regularly



Can you update your site yourself? We're not talking about major graphic design surgery (leave that for the experts); just news and announcements, maybe some articles you've written, or a fortnightly blog post or two.

Search engines and social media aggregators are always hunting for fresh, valuable content on websites - so the more content you add and the the more often you do it, the higher the chance that you'll rank highly in organic search results.

Now, the next question is - what to write? This is the hardest bit, so we've prepared three strategies to help you figure out what

hosted and easy-to-use system is designed to meet your specific business needs - allowing you to focus on your goals, not mastering the technology behind it.

If you would like to talk to us about setting up a website, call us at (877) 331-3144 (toll free in USA) or (620) 331-6300. We will walk you through all the options, or

[click here to see what you can do.](#)

This system also includes a [full email marketing and management system](#) that enables you to manage your customers and memberships at no additional cost. No need to subscribe to outside email services.

Does all this sound hard? Well, once upon a time it was hard to update and manage your own website but with your online business platform it's simple and intuitive. Here's a few simple tools to add content:



Blogs

You can build a blog - which is like an online diary - quickly and easily under Website -> Blogs. With a blog, you can post thoughts, ideas and observations and share them with your visitors.



Announcements

Sharing news is easy with Announcements. You can use the announcements modules for news and interesting upcoming events.



Web Pages

Updating your websites

to write about.

- **What's Been Happening** - in the last month of your business? Did you make any milestones in terms of customers, product releases or new staff hires? Write about them! Customers love to read positive things about your business - it shows you're authentic and successful.
- **Share a Lesson** - Did something special or interesting happen to you that taught you a positive lesson. You went to the coffee shop and were really "wowed" by their customer service. Perhaps they even inspired you to improve your own service. Share these stories with your customers on a blog post! They're fun, interesting and they say a lot about your business values.
- **How-To, History-of, How-it-works** - visitors come to your website because they're interested in your purpose, your products and services and how you can help them. Better explain to them well if you want them to keep reading on...

There's always something to write, just remember the 2 golden rules of content and you'll be fine:

- Is the content relevant to your customers and your business?
- Does the content add value to your customers?

Want to start putting these tips to action today? [Come to our website and get started](#)

Kind regards,

Jean Barnett
Partner

content editor that looks just like your familiar word processor. This means you can quickly and easily make small additions to your site, yourself.

Next month, look out for tip #2: "Build a Customer Database"

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