

# June Newsletter

## Newsletters

This is the fifth newsletter to the customers of Cobourg Internet. Remember, you can see previous newsletters and any documents referenced here. [[www.cobourginternet.com/webnewsletters.htm](http://www.cobourginternet.com/webnewsletters.htm) ]

## I keep my sanity but you stay up to date

Everyone needs a break (or two) and that includes me. But I have a commitment to you to keep your sites updated. Some of you update regularly (as often as weekly) – and others maybe once a year. If you want significant traffic, most sites should be updated often. But I also need to stay sane so I need to “get away”.

So I recently invested in a laptop (Dell Vostro 1500) and it is set up to do most updates. So if you email me, I will always be able to respond. I will postpone major things but while on the road, I can do most changes you are likely to want. Note that this applies when **I will be away from June 7 to June 16** when Alma and I will be in the Cape Cod Area.

## See Site Status yourself

As well as statistics, if you think there is a problem with your site, you can check for yourself. Go to this link: <http://serverstatus.bluehost.com/> And enter the name of your site, It will tell you if there is a problem and if someone is looking into it.

Or in your C-Panel, go to the bottom left and next to “Service Status” click on “click to view”. If anything has a red dot – there is a problem – all dots should be green. But understanding what that means is a bit technical – it may not be serious.

## Navigation Menus

When you go to a site, there are nearly always multiple pages. To get to them, you need a navigation menu. The menu is typically across the top or down the left side although there are other possibilities. There are basically two kinds of menus:

1. Graphics based
2. Text and script based

**Graphics based** has the advantage of being able to be more customized – the fonts can be anything you want and when the mouse hovers over, the effect can be almost anything. The disadvantages are that you can't have drop down lists and changing it takes more work. They will work even if scripts are disabled on the user's browser (about 5% worldwide, less in North America) although effects will then not work. They work best if you have a limited number of pages or if the site is organized with a strict hierarchy.

**Text/script based** can have drop down lists in any colour and any background colour and other options. But Fonts are limited and effects are limited. They are easily changed so that you can add additional pages accessed directly from the menu. They are typically created using Javascript (method used by Cobourg Internet), HTML CSS (less capability and more work but does not require browsers to have scripts enabled) or Flash (can be very fancy but requires users to have Flash enabled).

All sites have one of these – if you would like this changed on your site, let me know.

## Do you need someone to provide SEO Services?

First, what are “SEO Services”? If you have a web site, sooner or later someone is going to email you with an offer to do Search Engine Optimization for you. They will tell you that you will get more traffic and people will find your site more easily. (Do a Google search for SEO for more.) Their process is as follows:

1. Ask site owners what words they think people would use in looking for their site (I have already asked most owners this question when designing the site so, yes, this is important);
2. Give generic advice on how to make your site Google friendly (these things have already been done for Cobourg Internet sites)

3. Tell you that the web site designer should make certain changes (some, like "meta words", will have no effect and others will have already been done);
4. Tell you how to get a good rank – that means you'll be nearer the top of the results (I've already briefed most people on how to get a good rank – it's as simple as getting lots of other sites to **link to** yours)
5. Tell all the search engines that you exist (I've already told Google and MSN – the others copy Google – so no value).
6. Charge you a bunch of money - maybe \$500. I advise you to not waste your money.

However, if you feel that Google is not finding the *right things* on your site, ask yourself question number 1 above and then contact me and we can discuss possible changes.

Regards,

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