



October 2009 Newsletter #21

Schedule notice

As previously advised, I will be away from Cobourg from September 25th till October 5th. This means **this newsletter is early** and **billing will be a week later** than usual - nearer to October 6th. However, I will be checking emails daily and making any urgent changes needed - maybe while I sit by the pool.

Email problem

Some people have reported a problem getting emails from others. People cannot send emails to you - but only occasionally. This is in fact a problem with Cogeco. Only mail sent by Cogeco customers has difficulty. And it has nothing to do with Cobourg Internet's email system. As of today (Sept 24) Cogeco is aware of the problem and working on it.

Increase the traffic on your site

The main reasons people have web sites are:

1. A presence - so people can contact you, know you exist and perhaps a place to get your latest newsletter. Also helps when people ask the question - Is there someone who sells widgets around here? So they Google for "widgets, Cobourg" or something similar and lo and behold, your site comes up.
2. A marketing tool. You hope that people will use your site to research buying or will actually buy from your site - several Cobourg Internet sites have that capability.

If you are in the second category (or would like to be), the amount of traffic is important - you want everyone on the internet to visit you. So how do you do that? You need to have a reason for people to come back again or for people to recommend the site to friends. Why would they do that? Because it changes very often - maybe daily. And it helps if the changes are by your visitors so you don't have to do something every day.

To do this, you need something interactive - two easy options are:

1. **A blog** - you post an article on anything you like although it helps if it's related to your site. Set up is easy, spam is automatically deleted and you do the entries yourself (no need to involve me). If it's interesting and people know about it, you'll get comments from visitors. Other visitors enjoy that and come back. It's like letters to the editor in a newspaper. Hopefully they then also visit the rest of your site.
2. **A Guestbook** - I like to call this "Have your Say" but "Discussion Board" works too. In this case, you don't have to do anything except perhaps kick it off and maybe answer questions. This idea works best if there is an obvious thing to comment about - like Product suggestions. If you have a web site for a club or organization, you can also use this for members only use - you'd then add security to that page - see next item.

A Limited access section of your site

Sometimes you have two kinds of visitors to your site, the public and members of your organization. And maybe you'd like to use the site as a way of distributing company info (forms, minutes etc) - or perhaps submit expense reports. Now you don't want the world to see these pages so you add security. Then when anyone enters the URL to that page (or clicks a link to it), they get asked for a user name and password. Usually there is only one name and password but you can have several. < /p>

Client Information page

To see all previous newsletters plus articles referenced, go to this page.

www.cobourginternet.com/webnewsletters.htm This page can also be accessed from the Cobourg Internet web site from the main menu. See also www.cobourginternet.com/support.htm for information you might need.

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