

AN OLD FASHIONED NEWSLETTER

Volume 1 Issue 3

January 2015

Welcome to 2015!!

We trust you had a fantastic break with a relaxing Christmas and New Year.

A new year leads to many opportunities especially in the digital space. There's no better time than now to ensure you have a digital plan put into place for the year. As technology continues to move forward rapidly so too is the growing expectations for customers to be able to find you easily online. Do you know what your customers are looking for? Or how to get friendly with Google? We have provided some facts about SEO and some ways to select keywords in this issue.



We wrapped up our year at BWG Steakhouse...It was a great evening with a lovely view.

We hope you have a great 2015.

If there is anything we can assist you with, please feel free to get in touch.

With Regards,

HELLOPEOPLE



The end of the year is always busy with EOY events, wrapping up projects and planning ahead for 2015. We have included a snippet of our final projects to go live in 2014, along with some web terminology blogs that might come in handy when you are planning for your year in the online world.

In This Issue

Our final projects for 2014.

- Phoenix Six Business Solutions.
- Global Scaffold.

All Things Digital Blog.

- Unravelling Web Lingo Part 2.
- What is a landing page?

SEO basics

- How can you get friendly with Google?
- How to select keywords?

Our final projects for 2014.

Here are two projects that launched at the end of last year.

Phoenix Six Business Solutions.



Phoenix Six Business Solutions (PSBS) provide business solutions to a range of sectors including Hospitality, Management, Business and Retail, to name a few. With continually changing trends, PSBS ensure businesses and their employees remain in the loop and up to industry standard through implementing Professional Training and Business Mentoring.

A brand new website was developed to create an online presence with business information, industry insight, enhanced credibility through previous clientele and relevant associations.

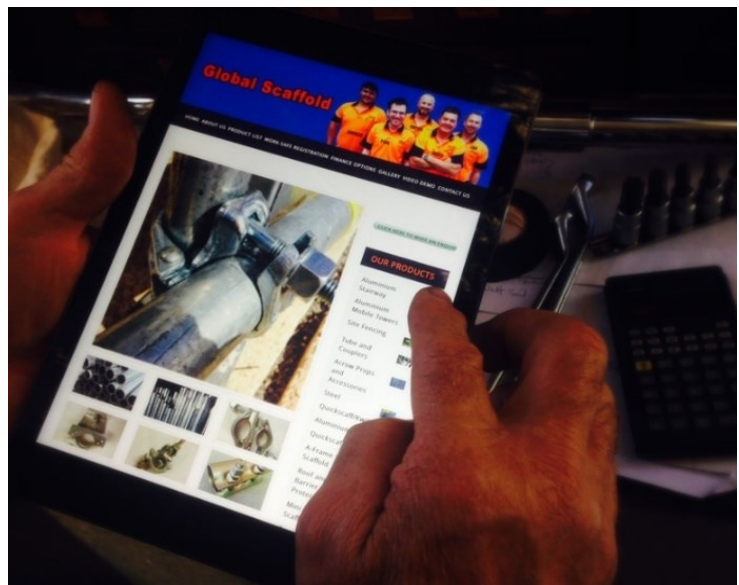
<http://www.hellopeople.com.au/portfolio/phoenix-six-business-solutions/>

Global Scaffold

As a leading supplier of scaffold Australia-wide, Global Scaffold required a revamp of their website so customers can browse the online catalogue with ease. With a strong focus on helping their customers reduce ongoing hire costs, Global Scaffold assist in providing the most suitable equipment that is required.

A quotation system was implemented as the scaffold equipment needs to be discussed with each customer prior to purchase to ensure the correct requirements are met for each job.

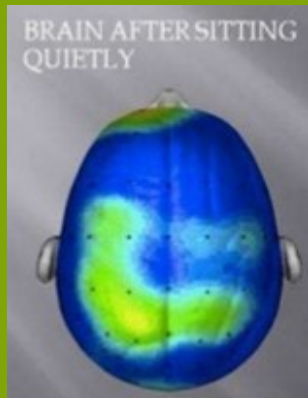
<http://www.hellopeople.com.au/portfolio/global-scaffold/>



Interesting Fact.

“Walking: The Killer App for Creativity and Problem Solving”

When productivity slides, take a walk.



All Things Digital.

The World Wide Web has so much jargon attached to it; following last month's "Part 1 Unravelling web lingo" blog is the sequel, which discusses more common phrases that might come in handy when building your online presence.

A term discussed in more depth is a "landing page," which can be used to maximise the effects of an upcoming promotion or campaign you might be running.

Snippets of the blogs are found below:

Unravelling web lingo – part two.



As you know the web is enormous and so too is the bucket load of complicated phrases that come with it. In this edition I will breakdown some common phrases relative to websites, links and finding your way around a website. Previously, in Part One I...

<http://www.hellopeople.com.au/unravelling-web-lingo-part-two/>

What's a landing page?

Arriving at landing page shortly..



A website provides many advantages to businesses such as allowing customers to find relevant information and even purchase after hours; providing more convenience for shoppers. But, are you using your website to its full potential? Have you promoted...

<http://www.hellopeople.com.au/whats-landing-page/>

You want Google to love your business, right?

But why? If Google loves your business, it means that Google will tell all of its friends about you. And Google has more friends that anyone else out there, even Yahoo and Bing.

How can you get friendly with Google?



Implement SEO. Search Engine Optimisation is the art of designing a website that search engines rank higher for a particular set of keywords. A **keyword** is a word or phrase that people use when finding information via search engines. For example, if you type “building companies Perth” into Google, you find relevant pages to building companies that are based in Perth. It’s ideal to carefully select keywords that represent your business, product and services in order to maximise your likelihood of being found online.

There are two types of keywords:

Broad Keywords.

Local Keywords.

A **Broad Keyword** is a generic phrase associated to your industry, product or service. For example, “Labour Hire” is a broad keyword. It takes time to rank broad keywords as you are competing against a wider number of websites, which can be more costly.

A **Local Keyword** targets a specific geographical area. Using the above example, if it were a local keyword it would be “Labour Hire Perth” which reduces the number of websites compared to a broad keyword. It is easier to reach potential customers by using local keywords.

How to select keywords?

As a starting point, research common words relative to your industry that customers are likely to search for. Whether they are searching for a solution to their problem, i.e. “How to fix a leaking tap” or perhaps trying to find a place to relax, i.e. “Family holiday resorts”.

As a guide, use common questions your customers’ ask, as this will likely be similar to what other people are searching for. Ideally, you should select 4-5 keywords for SEO.

With a combination of “Broad” and “Local” to start with. If your products or services are offered locally, then it is more effective to focus on selecting local keywords.

