

AN OLD FASHIONED NEWSLETTER

Volume 1 Issue 1

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WELCOME to...

"An Old Fashioned Newsletter."

A place where we will share all things new at Hello People, from introducing some recent projects, to our latest media updates, to some exciting things happening and even some handy tips or free stuff so be sure to stay tuned.

We hope you enjoy this very brief interaction and if you would like to know about anything in the online world just let us know.



Sometimes we like to have colourful Fridays...

Sony Sindhe, Director (Right).

Jade Weary, Marketing Coordinator (Left)

Happy Reading,

From the Hello People team.

"The website itself is great and the feedback I have had from others just reinforces that. On top of that your professional approach and your understanding of our lack of knowledge in this area were both very supportive..."

- John Sharp

Principal Coach

executivecoachingprofessionals.com



GOOGLE : Because you know.. I'm all about that Content..

In This Issue

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IF CONTENT IS KING, CONTEXT IS THE KINGDOM.

- Sérgio Brodsky

Firstly, we know that web lingo is like a foreign language (even to us at first) so before we start with this tip, we just wanted to clarify what content means in a website context.

“Content includes words, graphics, animation, selling points, etc. This information will be different from page to page on a website and should be modified every three months (minimum) to keep the audience engaged.” – Jade Weary.

So why is content important? Content makes up a majority of your website, whether in text form or images. Getting this right is the key to delivering effective communication to whomever will be reading your information.

In a search engine scenario, Google places a higher significance on those websites that are actively used. This could be from updating you entire website content every three months, to starting a weekly blog and sharing it via Social Media.

Blogging isn't hard, you just write up something relevant to your business, employees, customers or industry, which will likely create a personal relationship between readers and the blogging content as people relate to stories more than being sold something (stay tuned for a more comprehensive blogging guide).

One way to create original [new and engaging] content is to turn text into an image. Let's take the above image for example, it could have been presented exactly as text, as below:

“If content is king, context is the kingdom” – Sérgio Brodsky.

But it looks more appealing as an image. Would you agree?

Yes, it's a small tip but being active in an online environment will help to gradually increase your position on search engines, naturally.

Tip: **Linked in**

Did you know you can publish your articles on the LinkedIn publishing platform?

Since all LinkedIn members have access to the platform, it's critical for you to create high-quality content that differentiates you from..



the rest..

Hip-Hip-Hooray!

We celebrated our 2nd birthday in September. It has been an incredible journey so far and we want to reward our loyal customers with a present.

Our gift to you, is a FREE Search Engine Review, this will demonstrate where you currently rank in search results and will provide some ways to improve your status.

WE HAVE MOVED!!!



Suite 3, Level 3, 1111 Hay Street, West Perth

So we are now central, easy to find with convenient parking available. Feel free to pop in for a cuppa or a chat; we would love to hear how your business is going. If there's anything we can assist you with simply get in touch.

SPECIAL OFFER

FREE SEARCH ENGINE REVIEW

Google "Mobile Apps Perth"

We are impressed with our Google ranking for "Mobile Apps Perth" so please feel free to take a look at where we currently sit. This may show you how seriously we take SEO and the potential for getting your business out there!

To receive your FREE Search Engine review contact Sony, 0425-531-127