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10 Easy Ways To Eliminate E-mail Overload

E-mail driving you crazy? Every time you delete one, do five more show up? Are you finding it impossible to answer every e-mail you receive? If you answered "yes" to any of these questions, you're not alone!

Some people are even declaring e-mail bankruptcy — they dump every e-mail in their inbox and start over. If that's not an option for you, then here are 10 tips to reduce e-mail overload.

1. **Get a good spam filter.** Even if it saves you just 10 minutes a day, that adds up to over 59 hours a year.
2. **Cancel subscriptions to unwanted mailing lists, and opt-out of LEGITIMATE e-zines.** But be careful! Trying to opt-out of spam e-mails will only alert the sender that they have a LIVE address. Also, make sure you are careful to check the "unsubscribe" or "opt-out" box when purchasing items online.
3. **Ask your friends to remove you from joke groups or chain messages.** Simply explain your situation and, if they are good friends, they'll take you out of their message group.
4. **Don't post or publish your e-mail on web sites.** Spammers will steal it and put it on their lists.
5. **Don't respond to every e-mail you receive.** Yes, it's okay NOT to respond to some e-mails. If it's a group e-mail, don't respond with "okay" or ":)" — it's not necessary unless the sender is specifically asking you a question or requesting a response.
6. **Be succinct.** Restrict your messages to a few sentences. If you can't, pick up the phone or talk in person. This will avoid the back-and-forth of e-mail conversation.
7. **Take advantage of subject lines.** If possible, put your question in the subject line, or your message. If that's not possible, make your subject line very descriptive so the recipient knows what

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George's Email Tips

If you are using Webmail as your email client through your website, you may have received notification that your mailbox is full.

Here's what you need to do:

Log into your Webmail account and delete all unwanted and unneeded emails. Be sure to check your "junk" mailbox and "trash" as well to be sure that all are deleted. (Many people simply delete the unwanted mail and it stays in their trash - still taking up space!)

If you do not regularly clean out your emails, you may clog the system and shut down your email, so it's a good idea to perform this routine maintenance.

If you have any questions, please call me and I'll help you through this process.

Your Domain Name

Don't be fooled by Domain Registry of America's bill for your domain name that we've registered for you! They are sending out bogus bills in the hopes that you'll pay them. When you do, they get control of your domain name, not us!

Inbound Links

By Brittany Marcotte

ACT Smart Web Designer

Links that point to your website from another domain for purposes of sharing traffic, advertising and to increase link and Search Engine popularity are called "Inbound Links" and are very important for Search Engine Optimization.

Why are inbound links important for Search Engines?

Inbound Links to your website can...

- *Bring potential customers to your site when they click on the link
- *Increase the number of visitors to your website
- *dramatically improve your search engine rankings.

Webmasters are always looking for content for their sites and newsletters, and most are happy to give you a link back to your site for providing them with quality content.

When another website places a link to your site from a page on their website, the major search engines regard that as a "Vote of Confidence". It can also give you a major boost in search engine rankings once you have even a small number of high quality and relevant sites linking to your site.

How to get Inbound Links to your site

According to *Yahoo Small Business* here are **6 great ways to get inbound links to your site:**

1. Compelling content. Packing your site full of useful content is one of the best ways to get inbound links. When you have a lot of content, webmasters will naturally link to you because your site will be valuable to them and their visitors. Some examples are articles, tools, tips, and resources related to your site. You could also have a blog that you update regularly with fresh content.

2. Testimonials. Many sites feature testimonials from satisfied users, customers, or readers. When you come across a great site or have a good online customer experience, send a testimonial (and your URL) to the site's owner. If they decide to use your testimonial, you may get a link back to your Web site.

3. Online directories. There are hundreds of online directories with liberal submission policies. Many of the top directories require you to pay for inclusion or provide a link back to their directory.

4. Writing articles for other sites. Writing articles is one of the best techniques for getting inbound links. Webmasters are always looking for content for their sites and newsletters, and most are happy to give you a link back to your site for providing them with quality content. You may also be able to add a blurb about yourself and your business, with a link to your site, at the end of the article.

5. Free e-books. If you can create an e-book that has real value, people will save it on their computers, refer to it over and over, and send it to friends. Embedding a link in your e-book is a great way to expose all those people to your site. You can also distribute your e-book via other sites. Learn to use Keywords to drive traffic to your online store or site.

6. Blogs. Blogs are great for the small business Web site, and they can dramatically increase the number of links pointing to your site. First, host a blog on your site and update it frequently. Blogs are viral in nature, and bloggers are in the habit of exchanging links to one another's sites. Once your blog is up and running, submit it to the major blog directories. If you keep it up, you will soon have lots of links back to your site from your fellow bloggers and from blog aggregators.

A blog that I am currently writing and maintaining for *The King Of Bingo* recently has come up in the search engines due to the Inbound links that I have placed in each entry along with the Blogroll containing links to relevant sites. Within each entry I have linked back to a certain page or product from his site and added Keywords to each entry. I update this blog on a regular basis to keep it updated with Fresh content, Another thing that the search engines love. www.kingofbingostore.com/kobblog/

No matter what strategy you use to improve your link popularity, one things for sure. Developing Inbound Links to your website is a critical step in achieving website popularity. As your popularity grows, so does your search engine result, placement and traffic.

Website Refresh/Redesign



Betsy Hine's Award Winning website was a redesign!

Current web clients* - Take advantage of our website refresh / redesign promotion going on until February 29th. Let us give your site a facelift, maybe add a page or 2, a simple response form and optimize it for the search engines—all for only **\$795**.

A website that is more than 3-4 years old appears tired and "old" looking. We can:

- Add a blog
- Add a simple response form to start gathering customer email addresses (Worth GOLD!)
- Change your navigation
- Update your look with new colors
- Increase your website's expanse to fill more monitor space
- Add Google Analytics
- Update your keywords and Header tags for a more Search Engine friendly site

It's a new year—time to rev up your marketing and the BEST place to start is your website! Book your redesign today—limited redesign time slots available.

**Websites with custom programming and/or over 25 pages do not apply to this special price—please call for details.*

Please Note:

As of February 1, 2008, the web department's rates for billable web updates will be increasing to \$95 per hour. At this time, all other web department fees remain the same.

Thank You!

What's The Difference Between a DVD-R & DVD+R?

Are you confused over the difference between DVD-R and a DVD+R? Then read on...

A DVD-R is similar to a compact disk (CD) but with a larger storage capacity. Once you write a file to a DVD-R, it cannot be re-written or changed whereas a DVD-RW (DVD-rewritable) can be rewritten multiple (1000+) times.

A DVD+R is a once-writable optical disc with slightly less storage capacity than the DVD-R. The DVD+R format was developed by a coalition of corporations, known as the DVD+RW Alliance. The battle between the two formats (DVD-R and DVD+R) is similar to the old competition between VHS (Victor Home System) and Betamax (Sony) for video tape formats.

Since the DVD+R format is a competing format to the DVD-R format, which is developed by the DVD Forum, it has not been approved by the DVD Forum, which claims that the DVD+R format is not an official DVD format.

The disks are pretty much the same, but the writing process is different. DVD+R is a bit more advanced, but the disks often cost more than a DVD-R. But for the average computer user, the most important thing to consider is what format your DVD recording software works best in.

My recommendation? Get a DVD writer that supports both formats.

I'd Love To Hear From YOU!



Is there an article or a feature you would like me to include in this newsletter? Do you just want to "sound off" about something or share your opinion with my other subscribers? Let me know!

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Our Client Of The Month



Donna Green

Local artist Donna Green has 14 illustrated books to her credit and more than thirty limited edition prints of her art have been published.

Her original paintings hang among many prestigious private collections around the

world including a piece purchased by the White House during the first Bush administration.

Today she and her children enjoy living on a beautiful five acre farm overlooking the ocean. Both of Donna's children are pursuing the arts and are active in the family business.

Donna Green loves life and people and spends her days painting the world the way she wishes it to be.

"Most artists will agree that becoming an artist is rarely a conscious choice. It's undeniably a part of who we are and not always an easy path to follow. We seem to always want to go right when the rest of the world is marching to the left!"

Donna sells her work at DonnaGreen.com, a shopping cart website that the ACTSmart webteam recently completed for her. There customers can browse through all her prints, books and cards and then securely purchase them.

Patty, Donna's office manager says that they now get orders every day and items that only used to sell at their shop now are being purchased online.

"We're thrilled," exclaims Patty, "The website is attracting more customers and getting more sales. It's just what we had hoped! The new website is so easy to navigate and the shopping cart allows them to make a purchase any time, day or night."

ACTSmart's next assignment is to give a facelift to Donna's charitable website that helps kids

with cancer, TheMagicalMoonFoundation.org. It is the mission of the Magical Moon Foundation to support children and families faced with cancer by sending them *The Velveteen Rabbit's Gift of Courage*.

This package contains educational, spiritual and enchanting materials that promote positive thinking to help families cope with an overwhelmingly difficult challenge.

Thank you, Donna, for all that you do!

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your message is about. Here's another tip; create a set of codes with your coworkers and place them in the subject line to help them process and prioritize messages. For example, use "FYI" for informational messages. Use "AR" for action required and "URG" 1. for urgent messages.

- 8. Block time to answer your e-mail and fight the temptation to check your e-mail every few minutes.** You will save yourself a lot of time and be far more productive.
- 9. Respond to messages when you open them so you only read them once.** If the e-mail requires an action step, schedule the action step and delete it from your inbox.
- 10. Set time aside in the morning and the evening to process your inbox.** Shoot for a completely empty inbox. File messages you need to keep and set reminders for messages that require you to follow up.

Now, here are some tips to keep from adding to the e-mail overload of others...

1. Be courteous when forwarding an e-mail: summarize the thread and why you are sending it at the top of the e-mail.
2. Don't copy someone on a message unless it is necessary. And explain why you're copying them. Recipients won't need to guess your intentions. This means less back and forth messages.



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