



A monthly newsletter to the Web site Customers of Cobourg Internet

April Newsletter

Newsletters

This is the third newsletter to the customers of Cobourg Internet. Remember, you can see previous newsletters and any documents referenced here.

[www.cobourginternet.com/webnewsletters.htm]

Search

Google Search

All sites designed by Cobourg Internet are designed to be found by Google. The key thing is to know what you think people will enter when searching. For example, if you tell me your market is people looking for widgets in Cobourg, I will make sure both widgets and Cobourg are in places that Google will find. Google will generally find your site for an obvious search inside the first week but may take months to find you with less obvious searches (e.g. items on inner pages). Also, you can give your site a higher Rank by getting other sites to link in to yours. A high rank will move your site further up the list of search results - everything else being equal.

And a money saving tip - don't bother hiring a SEO (Search Engine Optimizer) - they are a waste of your money and will get you no better results than you would without them - I've already done everything that would help.

But you can get some free advertising at Google maps! [Click here](#) , sign up for a Google account then sign up to their offer. I suspect in a year or two they will want money for their service but for now it's free! For a sample of the results, Google *banks Cobourg* . Then try your business a nd location!

Site Search

If you have a large site and people might not know where to look on your site, then you might want to add a Site search capability. If you have news pages, or articles where people might want to find a particular name then this might be something you'd want. I use Zoom search for that purpose. It's fast, customizable and effective. Results look somewhat like Google's but you can have your own text at the top. It costs less than an hour to set up and each time site changes are made, I re-index - this takes about a minute.

Update on Email

Some ISPs (e.g. Sympatico and maybe others) are very strict on email set-up with the intent of stopping Spam. Sympatico is strict enough that I have heard of emails not arriving but also few reports of any spam received by Sympatico users. (With no spam blocker, you can easily get an average of 10 or many more spam emails per day).

But they also limit the ability to send email via other hosts. So if you have Sympatico as an ISP, then you may have problems sending via your host e.g. in my case, I would have problems sending john@cobourginternet.com (I don't have problems but then my ISP is Cogeco). Unfortunately, Sympatico's settings vary by customer so I can't give a blanket solution. But the first thing to try is to change the smtp send port from 25 to 26 (see Email setup instructions

[here](#)). If that does not work, contact me - but you may have to call Sympatico before you are finished.

Printing a Page from your Site

A few years ago, a common complaint was that "when I print a web site page, it leaves off text on the right". Recent browsers allow you to specify "shrink to fit page" so this is less likely to happen. However, some people still have a problem because they are not configuring their browsers or they have older ones. Another issue is if you have pages that scroll - if you print them, you can miss the part not showing on the page.

A solution to both these problems is to use formatting setup exclusively for printing called a css style sheet for print media. If you would like this to be done for your site, let me know. Some people are not really keen on the idea that users will print their pages but others are, so you need to let me know if you'd like this done. In many cases it will be easy to do but others may require more work.

John Draper
905 372-5839
john@cobourginternet.com

Previous Newsletters and reference documents are available [here](#)