

Altered Ego Design E-Zine Issue 3 Feb 07

Greetings Again!

Welcome to our first newsletter for 2007!

I hope you all had a great Xmas and relaxing break away. For those of you that worked over Xmas, I do hope you get a chance to take a break away now that the weather has settled down.

SEARCH ENGINE TIPS

Site Maps and search engine success

Most good websites now have sitemaps included in their website a site map. Google has it's own program that enables you to submit a sitemap. Right from the beginning our policy was not to submit to search engines each month instead allowing the search engines to automatically go through and pick up the changes. That was three years ago now and the internet growth has just exploded. So Google and the other search engines needed to find a way to cut their work down, as this old method wasn't sustainable given the huge growth. By using a site map to keep the search engines up to date on additional pages means the pages are indexed (found by search engines) faster. Talk to Anita about the advantages of adding a site map to your website.

Monthly Calendar

FEBRUARY

Since I have just returned from Nelson at the beginning of this month, I am in Nelson for a brief time only this time - from Tuesday 20th to Thursday 22nd Feb to this month. If you wish me to call in and see you, please email or call me to make your appointments this week. This service is for you to keep in touch with me face to face to discuss what we need to help grow your business online.

On the other side of the coin, I am enjoying immensely (more than I thought) writing these e-zines sharing with you information on search engines and keeping you up to date on company developments, and adding more information to help you in your business. I hope by taking the time each month to write useful articles this gives you the knowledge and power to assist you in improving your business online!

Company Developments

Most of you know in my quest to grow Altered Ego Design Ltd to the preferred website designer in Nelson and beyond, June of last year started my search for a business coach. For those of you

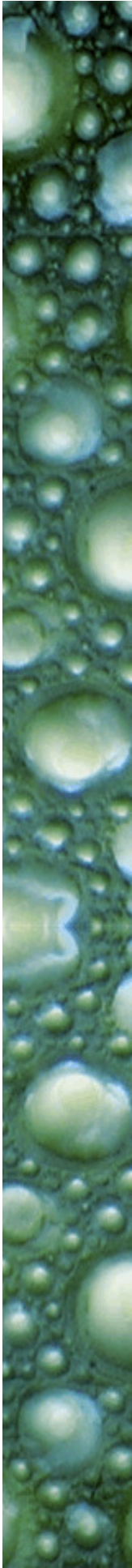
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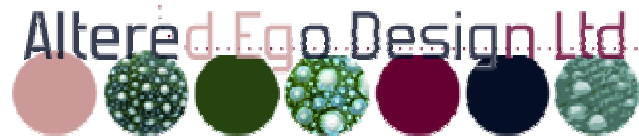
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thinking of employing the services of a coach, I highly recommend it. However as there are so many coaches to choose from it can be quite confusing to choose so be clear about your expectations from the beginning and appoint someone who matches them. Here is my story.

In July I appointed Barry Suckling from Results in Business. I appointed Barry because he had successes in growing many small businesses to a much higher level. Although Results in Business do not take on businesses under the 2.5 million dollar turnover threshold, I was pleased Barry made the exception for my business.

Since July I have learnt an incredible amount about business success and I feel 200% more supported since employing my coach. It's great to have a guiding light and also an encouraging

Six months later I feel that I am finally reaping the rewards from the hard work I had to put in. There were times I thought that this is just too hard, but with determination and encouragement from my coach, the effort I had put in has gained momentum.

I feel very excited about my recent successes, as there has been some very positive feedback too

1. Last year I expanded my operation into Wellington and after completing our website surveys we are now offering branding, logo design, multimedia and CD-Rom Services together with the website services. They are so inter-related that the better my knowledge is of your business the better the end value delivered is.
2. We now comply with World Wide Website Design standards (W3C) and all our new websites are designed to comply with this standard.
3. As announced in my previous newsletter, I appointed my first employee, Kathy, who is doing a great job in design and taking the pressure off me so I can help you better!
4. I now have my first Wellington customers which is exciting but most of my new business is still coming from my existing reputation in Nelson.
5. My systems are more robust and reliable and I will continue implementing systems so that when I expand further my business and communications still run seamlessly for you
6. My communication is better (well I feel it is anyway, I'd love to know what you think?)

Associate Profile

This is a new section I have introduced that deals with other things in my industry. The following article is on Spam Prevention and is an edited version only. The fuller version was kindly made available to publish on my website. See here <http://www.alteredegodesign.co.nz/wellington-nz-web-site-design-company-ezine.html>

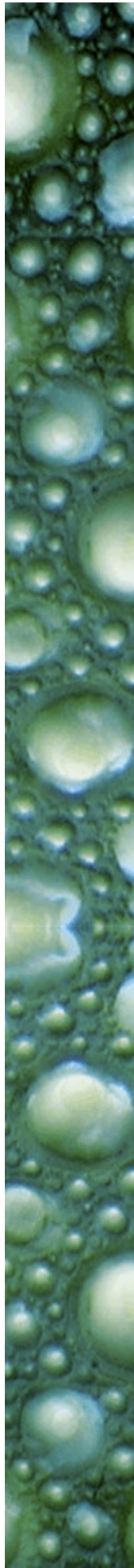
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About the writer

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New Releases

This is another new section so you can see what recent releases we have been hard at work on!

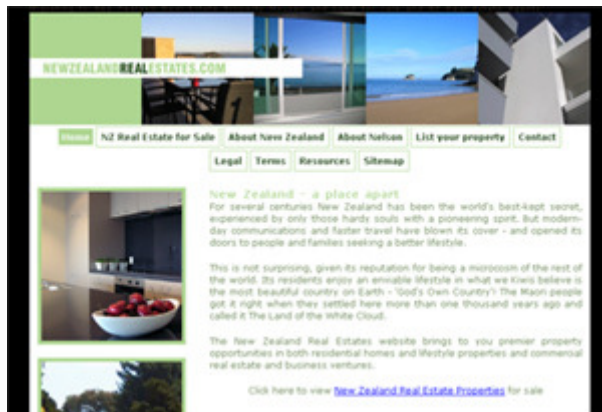
Kahurangi Estate shows off!

Greg and Amanda Day from Kahurangi Wine will be travelling to Germany for the international wine trade fair taking with them a CD Rom showcasing Kahurangi Estate's achievements designed by Altered Ego Design. You can have a brief look at this on our website very soon at

www.alteredegodesign.co.nz/cdrom/



New Zealand Real Estates gets a renovation job



The New Zealand Real Estates website highlights premier property for sale in the Nelson/Tasman region. A push to get more of the same calibre of properties New Zealand wide on the website meant that a new focus was necessary. A new "designer" feel to the website has created much acclaim whilst updating the website to worldwide W3C standards. Take a look at the finished creation here

www.newzealandrealestates.com

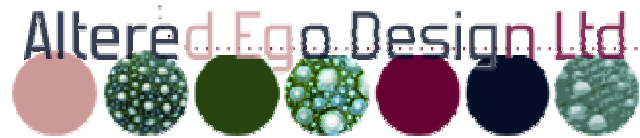
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Finally I want to wish you a wonderful healthy, happy and prosperous New Year from Anita & your team at Altered Ego Design Ltd ☺

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