

Altered Ego Design E-Zine Issue 1 Nov 06

Our first E-zine!

During our recent customer surveys many of you wanted to hear from us on a more regular basis. Most of you wanted to know more about search engines and what was the future of the web. So we are keeping in touch with tips and news via our E-Zine. So that we are not wasting our time and yours, please feedback your suggestions on what areas of interest you would like to see covered in this e-zine.

PO Box 24367
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Aotearoa NZ

SEARCH ENGINE TIPS

Barriers to search engine success and worldwide standards

Designing to world wide web standards or W3C guidelines as they are also referred to is just one way of making your website more search engine friendly delivering you more visitors and more enquiries.

As search engines are getting smarter and are starting to rank you by what content you have written on your pages, being W3C compliant means that search engines can find the information they are looking for quickly and easily giving you a more competitive edge.

Why W3C Standards – other reasons for complying are

Browser Compatibility

A site created using standard based code performs generally better in the majority of browsers.

Accessibility

Creating a site using modern day programming and standards can help the user. A site that is based upon standards automatically helps screen readers read out the content for people with visual impairments.

Future Proofing

Using standards compliant programming can help save both time and money. If a site has been created correctly it will both be downgradeable for older browsers and at the same time will work in the newer browsers.

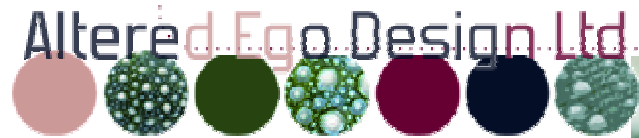
Altered Ego Design Ltd

- We create websites that improve your business bottom line-

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Development costs time and money - Do it right the first time and save in the long run!

In NZ it is not yet law to be W3C compliant, however, all central and local government websites are required to comply. In the USA & Australia, it is compulsory to comply so I personally feel that this world wide best practice is best to adhere to as an industry benchmark.

When it does become common law in NZ you are ahead of your competitors and won't have to find extra budget for compliance costs.

For those of you whose websites are over 12 months old, we are currently upgrading everyone to the new standards so that you remain competitive and visible on the net. If this affects you then please get in touch so that we can talk you through your options for upgrading.

We now also offer a website editor that creates close to W3C compliant code so you can still have the freedom of changing your site around but remaining W3C compatible. It's not 100% perfect but it's pretty close to it without having to know any code!

Wellington Expansion Complete!

Thanks for your patience in the last 4½ months, our new Wellington Office is now up and running to full capacity and I have now employed my first member of staff!

Just for clarification, I am now fully relocated to Wellington in order to be closer to the hub to what's happening in the world of web and have attended a conference just last week put on by industry leader Adobe. I also want to gain more clients here too! I'm in Nelson about once a month, normally around the 20th of each month to see you all.

If you want to see my delightful face, all you need to do is to contact me and I will then schedule you in! So I am still at your disposal and with the instigation of my website review process, will probably see you more regularly that when I was living in Nelson!

My new details are in the footer of this e-zine and my Nelson answer machine has my Wellington number if you forget! I will be disconnecting the Nelson number end of November as most of you just call my cell.

With additional staff I now have more capacity so that means faster turnaround for your work and increased capacity to service new clients so keep those recommendations flowing in!

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New Staff

Welcome Kathy!

After scouring the country for someone to take up the reins of creativity, I have appointed Kathy Smythe as my new designer. Kathy is a degree graduate from Wanganui Design School with a design post-grad from Natcoll, Wellington. She will take over a lot of the design work for me leaving me to focus more on you so I can focus on the ever-changing area of Search Engines.

Kathy's design style is clean and varied but always clever and well thought out. I am excited to welcome her on board and she is looking forward to using her talents and skills on your websites.

Programmer Update

Since Craig and I ceased working together in March this year, I wanted to find a new programmer who fitted with my new direction of superior quality with worldwide compliance. James is very talented in all aspect of W3C compliant programming specialising in e-commerce websites. As always I still offer you customised forms or applications that help streamline your business.

Monthly Calendar

NOVEMBER

This month I am coming down earlier so I will be in Nelson on 16th November. If you wish me to call in and see you, please make your appointments by end of next week.

Congratulations!

Kahurangi Estate was awarded a gold medal for their Unwooded Chardonnay in the International Chardonnay Challenge 2006. Congratulations Amanda, Greg and your team. I personally recommend the very delectable Reserve Riesling – order online at www.kahurangiwine.com

Also we welcome back to NZ Michele Surcouf from www.seachelartgallery.co.nz. Michele spent our winter in France refining her artistic skills – what a journey, she should have written a blog!

Finally, this is for you so please use it! Please give me your feedback and suggestions on my first e-zine. Just for the record, I'm sorry it is 3 pages, I promise it won't be that long again!

Have a great month from Anita & your team at Altered Ego Design Ltd ☺

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