



Looking for... a brightstar idea?

► Newsletter **11**
August 07

10 years on...



The Sheffield Foyer has just celebrated its 10th Anniversary and Northern Counties Housing asked Brightstar Creative to produce their anniversary brochure.

Why are we so happy?

We were involved right from the beginning when the Foyer was launched and created the Sheffield Foyer Logo, 10 years on and we are pleased to say we are still producing work for them.

new brochure coming soon

Here's a sneak preview of our new brochure, we will have brand new, freshly printed copies available by this time next month.



www.brightstar-creative.com

we also create... happy customers :-)



rankings?

not a simple process!

Getting your website high on google (or any other Search Engine) is not a simple process.

The criteria seems to change almost month to month and differs depending on the Search Engine.

There are companies who "Guarantee" to get you onto the first page on Google but if the search phrase they use is an obscure one, no one will find you anyway!

However, we have managed to get one of our client sites to the **number 1 organic listing on Google!!!** under their chosen phrase!

	Google	Yahoo! Search	MSN	AOL	Alta Vista	AllThe Web	Yahoo! Direct.	Open Direct.	Look Smart
Your most recent checks...	#1	No	#2	#1	#2	#2	No	No	#3

Our own site is also doing well, currently at **number 5 on Google** under the search term "Sheffield Designers".

	Google	Yahoo! Search	MSN	AOL	Alta Vista	AllThe Web	Yahoo! Direct.	Open Direct.	Look Smart
"sheffield designers" brightstar-creative.com	#5	#5	No	#5	#4	#4	No	No	No

I will be attending a seminar on Search Engine Optimisation this month and will pass on any useful tips next month.

did you know

1. Almost 1/2 of all UK businesses believe that, over the past decade, design has become more important in helping them maintain a competitive edge.

THING OF THE MONTH



The Beautiful Game!
Yes! The start of the new football season - good luck to all our local teams (even our new neighbours) :-)