



Looking for... a brightstar idea?

► Newsletter **18**
May 08

Holiday time



I (Darren) have been literally forced into taking a summer holiday, I will be taking 2 weeks holiday starting on the 22nd of May - I realise many of our very understanding customers may be thinking "Oh my God what will we do with out Darren :-)" but don't' you worry, Jason and Sean are ready, willing and able

to cater for your every need... (just don't put them under too much pressure) - as the font of all knowledge (that's me)... won't be there!

I am also pleased to announce I am happy to accept any donations of Egyptian money up to the 20th.

congratulations!

We would like to congratulate:

Newton Resources on the launch of their new company and thank them for choosing Brightstar to produce their product catalogues.



young achievers 35 under 35's

We are proud to say that out of the recent Sheffield Star business monthly feature, aimed at pin pointing the most influential young business people in South Yorkshire, we have recently produced work for 3 of the chosen few (and produced a campaign featuring another).

www.brightstar-creative.com

we also create... happy customers :-)

tips 14 get a second mini site? it could be a good investment!

A little "trick" we are using with certain customers is to create them a second, single page website using a separate domain name which is more directly targeted at their service or product.

The idea is to m.ake, very quickly and cheaply, the secondary site as Search Engine Friendly as possible.

How does this work?

- a) firstly we buy a second domain that actually describes what you do such as "sheffield house sales" rather than "Roberts and Landsdown" for example.
- b) you put lots and lots and lots of relevant text on the single page.
- c) we use best practice optimisation throughout to get it as high in the search engines as possible.
- d) you mention your full website and link to it (but don't link back.
- e) you submit it to as many free directories as possible.

Result

You have another outlet potential customers can find you and the secondary "simple" site possibly eventually appearing higher than your full site.

You do not need to spend money including the new site name on stationery, brochures etc. as it is meant purely as an optimised driver to your full site.

Offer During June, July and August, we are offering to do this at an all inclusive price of just

£195

- this includes a .co.uk name, 12 months hosting, the building and optimisation of the mini site.

THING OF THE MONTH

SURVIVAL!

(just)

