



Looking for... a brightstar idea?

► Newsletter 25
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BIG NEWS brightstar expansion



2009 brings investment and expansion for Brightstar Creative and we are proud to announce the purchase in mid January 2009 of a Printing.com Bolt-On Franchise.

What does this mean to you?



We have purchased the bolt-on franchise mainly to attract new customers who have a requirement for high quality, quick turnaround, competitively priced full colour print.



However where and when we think the service will be beneficial to our existing Brightstar Creative customers we will place the work through this new side of our business.

The Printing.com side of our business will also offer some **amazing credit crunch busting, monthly print offers** which are available to all our customers (old and new) you will be made aware of these at the beginning of each month.

If a specialist item or finish is required, or it is more beneficial to our customers to source services from our existing trade print partners, we will of course continue to do so.

In short, our valued existing customers will see no obvious difference other than some unbelievable, monthly, special offers and an improvement in the turnaround times and price points of some of our print items.

It's all exciting stuff for Team Brightstar and our investment is aimed, as always, at making our service to you even better.

www.brightstar-creative.com

we also create... happy customers :-)



meet and greet... the new brightstar mobile



Pretty as a picture... Next time you see it - give us a cheery wave :-)

tips 18 ...why your website must look good



Consider this scenario. You have a plain, not-much-to-look-at web site, which has been optimised with keywords to the point that the text is not very readable, and has limited image use to help optimisation. As a result, you are one or two spots above your competition on Google. A potential customer finds your site first (remember, you have packed your site full of keywords, meaning little meaningful content and little use of visual imagery), reads a little, and then presses the back button on their browser.

They then visit your competition, whose web site has not been "over optimised", has readable content, a friendly undertone and has far more visual impact than your site. Given the choice between a web site that was higher (yours), but has poor content and is visually un-interesting, or a site that was lower in the rankings (your competition), which has better content, looks more attractive, which do you think customers will choose?

I would suggest that even though your competitors site is further down the search engine, the friendly more approachable look of their site will win every time.

THING OF THE MONTH

For all of us who "played" around with synthesizers back in the 80's - try this excellent "game".



KORG DS-10