



VOLUME 6 ISSUE 1

# WEBWISE

SMS WebWise™ is a bi-monthly newsletter dedicated to keeping SMS clients and prospects advised of new website techniques and opportunities in the fast changing Internet marketplace.

Want to receive more marketing tips, news, and info? Sign up for our e-jottings by sending an e-mail to [anita@smsmktg.com](mailto:anita@smsmktg.com) with NEWS as the subject line.

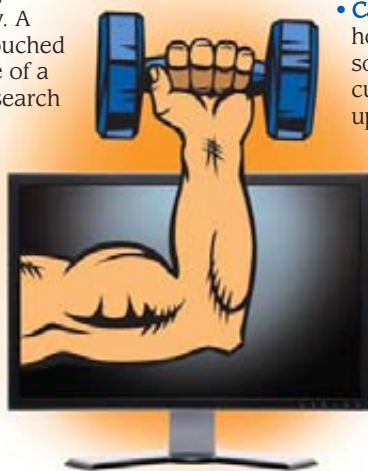
## The Importance of Keeping Your Website In Good Shape & Up-to-Date

John Q. Prospect opens up his web browser and goes right to his favorite search engine. He types in a search...looking for something that you happen to sell. How can you make sure your company's site is listed on that crucial first page of "organic" (nonsponsored) results where he is likely to find the information he is looking for? **Answer: Your site needs to be relevant and up-to-date!**

Think about it, nobody wants to visit a stale, dusty website to find information on a company or, better yet, to buy something. Mr. Prospect wants to feel that this company is legitimate, growing, and providing value in exchange for his valuable time or money. A website that hasn't been touched in ages won't catch the eye of a potential customer, while search engines may also begin to ignore this site and drop it from the top rankings.

Double whammy!

So, what are some ways to keep your site fresh for visitors and search engines alike? Let us count the ways:



- **News Releases:** While news (press) releases are important for reaching members of the media to inform them about your company's news, they have become extremely vital to driving visitors to company websites. Write releases with strong keywords, release via a news feed, and add to your site's News section (you do have a News section, don't you?)
- **Content:** The content on your site should be descriptive, and, like news releases, should contain keywords that prospects may search for. More importantly, make sure each individual page is optimized rather than trying to lump all of your keywords on your homepage. Homepage = general keywords; product pages = specific keywords.
- **Case Studies:** Talk about how you've recently helped solve a problem for a customer. These case studies, updated regularly may generate click-thrus from search engines.
- **Newsletters:** Got a newsletter chock full of information? Post each issue on your website. When posted properly, this information will gradually get picked

up by search engines and enable you to become an authority in your field.

So why not help Mr. Prospect find your site via search engines, AND give him the value he's looking for when he gets there? Update your site today! Call us at **856-697-1257** to discuss this important topic in more detail. Thank you.

### Want a FREE, Objective Analysis of your Website?

Simply e-mail [anita@smsmktg.com](mailto:anita@smsmktg.com) and request an analysis of your site. You will receive a complete review of your site with no obligation whatsoever.

*We know many of you have burning marketing questions to ask us. Let the SMS WebWise Newsletter quench the fire! Send your questions about marketing to [anita@smsmktg.com](mailto:anita@smsmktg.com) or call us at 856-697-1257. Your question and answer might appear in the next WebWise issue.*

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856.697.1257 • FAX: 856.697.9639 • E-mail: [info@smsmktg.com](mailto:info@smsmktg.com) • Website: [www.smsmktg.com](http://www.smsmktg.com)

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# Make the Most of Your Mail

Direct mail has a stellar record of creating awareness, generating responses, and building brands. Many things can go right in a direct mail campaign, while many things can also go wrong. Here's a taste of direct mail sweet spots and spoilers to keep in mind for your next campaign:

## Sweet spots:

- State a clear and precise call to action. Don't make recipients think about what you'd like them to do (because they probably won't!)
- Use less "we" and more "you." Remember, the recipient wants to know "What's in it for me?"
- Keep letters brief and let your brochure/spec sheet do the talking.

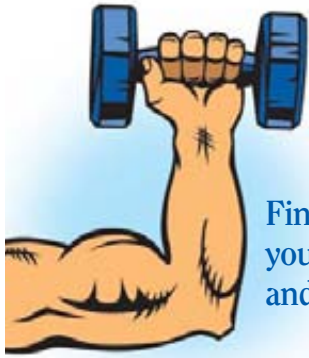
## Spoilers:

- Don't wait until the last minute! Figure on starting the design of your campaign six weeks before you want your recipients to receive a mailer. This allows time for preparation, approval, printing, and transit of the mailer.
- Big lists of names are not necessarily better. Lists that are targeted and fine-tuned will get you a better response.
- Too much glitter and pizzazz may lead many recipients to think your mail is "junk." Simple is usually better.

There are dozens of items to consider for a direct mail campaign. Don't go it alone. SMS can help. Call Anita at **856-697-1257** for more tips or help with your next campaign.



P.O. Box 600  
Minotola, NJ 08341-0600



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