

Net Results

Helping your business succeed online.

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## Welcome

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Well, fall has definitely fallen upon us. Few leaves left on the trees and the brace for winter is well underway. This always seems like a good time of year to take stock of how well I've done in reaching goals I set at the beginning of the year and to start thinking of how next year can be even better.

In general, I'm very pleased with how the year's gone so far. I've enjoyed continuing to work with my existing clients and all the new clients, partners, and projects that have also come my way. Lots of fun and exciting stuff!

I'm also very pleased with the amount I've been able to donate to the charitable causes nrichmedia supports ([www.nrichmedia.com/causes](http://www.nrichmedia.com/causes)). Although I haven't totalled the donations up yet, I know it's a significant number. Many thanks to everyone who's helped make the 5% initiative possible.

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## Coming Soon... Chance to Win a Free Web Site Critique

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Juliet Austin ([www.julietaustin.com](http://www.julietaustin.com)) and I will be conducting a draw to win a free professional critique of your web site. Details will be emailed out soon and posted on our blog ([www.websitedesignandpromotion.com](http://www.websitedesignandpromotion.com)).

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## FAQ: How Long Should My Web Page's Title Tag Be?

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Title tags are what show up as the first line (and link) in a Google search result. They also appear at the very top (and I mean the very top!) of the browser window. Search engines (Google, etc.) pay attention to this information as a valid description of what the page is about. So, it's wise to make that text relevant to your page.

Google won't pay attention to hundreds of words in your title tag, so you need to be pretty concise. The rule of thumb is to keep it to 10-12 words. You can make it longer, but the excess will probably be ignored. So make sure you've got the important terms at or near the beginning of the tag.

Hope that helps!

If there's a web-related question that you've been wondering about, feel free to send me an email ([info@nrchmedia.com](mailto:info@nrchmedia.com)). Chances are you won't be the only person to find the answer useful in improving your web site.

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## Did You Know?

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On your PC, if you press control-enter in your browser's address bar, the "http://www." and ".com" are automatically entered, saving you a few keystrokes!

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## Featured Article: Keeping it Fresh

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Too often I witness businesses spending a lot of time and effort putting together a brilliant web site only to leave it as is for two or three years – an eternity in Internet time. They figure, "If it ain't broke, why fix it?"

Well, it may not be broke, but it's just not doing as much for your business or organization as it could be. You need to keep the content of your site fresh. This is important for both visitors to your site (especially repeat visitors) and search engines.

Let's look at the first of these. When people come to your site for the first time, if they see dated material, they'll probably not take you too seriously – not a good first impression. If you went into a grocery store and saw milk in the refrigerator that was past its expiry date, would you go back to that store? (Okay, not all of us drink milk, but you get the point.)

Repeat visitors will be even more critical if they keep seeing the same material each time they visit your site. The reason they're checking back is to see... what's new?! What if

the radio station you listen to never played new songs. How long would you keep listening to it? Probably not very long. True, we do like some degree of familiarity and to be able to see/hear our favourites, but if there's never anything new, we lose interest quickly.

As for search engines, they look at your site in a similar manner. If there's nothing new in a while, they'll start dropping your rankings, as your site is considered not that important. Makes sense, really.

So, does this mean that you need to obsess about changing your page copy every day or to even hire someone to do that for you? Not at all (do I hear a collective "phew"?). There's no rule, but the more often you can do it the better. A realistic plan for most small to medium sized businesses is to freshen at least some of the content every two or three months. If you can do it more often, great. If you can only manage every six months, well that's still better than nothing.

We're not necessarily talking about rewriting the content on every page. Again, it's up to you and your schedule as to how much you're going to do, but at the very least have a news section on your home page or a top ten list that you can easily update on a regular basis. If you have the time/inclination to update more of your site or add new pages, even better. Just do something. If it helps, schedule the first day of every even numbered month to update whatever you have time to. Trust me, your site visitors (potential customers) and the search engines will like you for it!

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### About nrichmedia

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nrichmedia creates innovative and unique web sites and other multimedia for ethical and socially responsible businesses and organizations. We also offer web site maintenance, CD-ROM production, and more.

nrichmedia was founded by Nathaniel Richman in 2000. Nathaniel graduated from the Vancouver Film School with a Certificate of Recommendation in Multimedia Studies in 1997 and has been working in the web design and new media industry ever since. He previously received a Bachelor of Mathematics degree (Honours Actuarial Science) from the University of Waterloo and worked in the pension consulting field.

Nathaniel works with several other designers and programmers, according to the needs of the project, to provide the client with the most professionally designed web site or presentation possible.

"Nathaniel's professionalism, sense of style and ingenuity were a perfect match for my vision of a website. I recommend nrichmedia's services here and wherever I go. As a perfectionist, it was wonderful to work with someone who cared about each and every detail. As a small business in the Comox Valley I was thrilled to work with another small

business that is dedicated to our community and beyond. My website is wonderful to look at, easy to navigate and loved by all who visit. Thanks Nathaniel!"

- Arran Sherbourne, Breathing Room Organizing Solutions ([www.breathing-room.ca](http://www.breathing-room.ca))

To learn more about nrichmedia's services, view our online portfolio, and read glowing testimonials from many satisfied clients, please visit [www.nrichmedia.com](http://www.nrichmedia.com).

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### Charitable Causes

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At nrichmedia, we donate 5% of proceeds on all projects of \$500 and above to charitable organizations. We are pleased to have supported and continue to support several worthy causes. To see a list of the organizations we support, please visit [www.nrichmedia.com/causes.htm](http://www.nrichmedia.com/causes.htm).

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### The Not-to-be Missed Link: Responsible Shopper

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I came across a great website – Responsible Shopper ([www.responsibleshopper.org](http://www.responsibleshopper.org)). It contains the 'dirt' on several of North America's largest corporations, from clothing to car manufacturers, and rates them on their social and environmental responsibility. Not surprisingly, most of the companies come out at the negative end of the spectrum or neutral at best.

The site is a wealth of information for the concerned shopper. It breaks down each corporation on their past and current issues, such as human rights, child/sweatshop labour, discrimination, cultural impact, health and safety, and environmentally friendly initiatives. I found it to be very fair in that it acknowledges positive efforts as well as negative impacts to allow you to make an informed decision about what you're supporting with your purchases.

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### Pass it on and Enjoy

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Please feel free to pass this newsletter on to anyone you feel may find it useful.

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