

# DISPATCHES

News from The Bureau

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## Useful & Eye Catching Web Features

### Ensure your Website address stands out

Having published a Website and secured a listing at Google and the other major search engines, it is worth considering adding some more eye-catching features to improve its audience appeal and online visibility.

Add a Website browser address Ico icon in front your Domain name. You will see this on many sites today where the site owner has added their Logo or similar image in front of and as part of their Website address that appears in the browser address bar—ours is a b on a orange box.



### Online payment convenience

A growing number of Websites offer their customers a secure Pay Online facility. Customers appreciate the convenience of credit and debit cards and giving yours the means to pay for their insurance online, whether at renewal or for the first time, can help encourage new and renewal business.



### In-bound Link Building

A good number of our customers have ordered this Website Marketing service. It is very effective and fully accounted for. We submit your Website to 500+ sites and directories requesting they build a one way link back to your site. We will guarantee at least 125 new links to your site but this is always a lot more. More in-bound links equals a higher score at Google, which equals a better ranking.

### Social Media.

Social Media may not seem a suitable place to promote your business, but since millions of people use social networks every day they cannot be ignored. You do not have to build lots of special pages on them, yet, but bookmarking one or more of your Website pages can earn you brownie points from Google and others. At the moment this simple service is extremely effective and well worth doing.



### Google Sitemaps

Most well designed Websites are listed on Google. However, many of these sites may have only some of their pages actually listed and ranked. Drop-down menus, Javascripts, animated Gifs and more can prevent a Web page being picked-up and recorded. One way to help Google and others see these pages is to embed a Google Sitemap onto your site. This is a line of XML code that Google's computers can read more easily than the text and images on your site.

### Google Analytics

Do you know how many people visit your site, which pages interest them most, where they come from, direct or from the search engines, and more questions can be answered by Google Analytics. Whilst different to formal Web server statistics service it will provide you with some useful and often interesting statistics on how visitors are finding and using your site.



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