



July, 2010

## UPDATE:

This newsletter is aimed at updating the members on what has been happening with the WTD website. If you have visited the site lately, you will have noticed several new listings. We have had close to twenty listings inside the first 6 months with several more currently in development. We are also actively seeking more quality trades people to extend our trade membership in the coming months. The first year's listings have meant the site has gained good exposure through the search engines and through Google Business Centre Listings. With the existing members returning for the 2011 financial year and also adding new members, this will give the site the ability to extend and improve its marketing campaign.



## SITE SPONSOR:



It is with great pleasure that we can announce the sponsorship for the site for the 2010 financial year. The Rhythm 89.4fm has long been part of the local community, with businesses, clubs and organisations using the airwaves to promote their activities. Andy and Larissa Pool have seen the merit in what we are doing here at the Waihi Trade Directory and have decided to promote their station on the site.

*(If you click on 'the Rhythm' logo on the WTD website banner, there is a link to the stations live radio stream).*

## WEBSITE SALEMEN:



The more people I talk to that are in the trades, the more I hear about dodgy web companies/directories that use aggressive sales tactics over the phone. In most cases these companies are all about "the sell" and are not interested in promoting the particular tradesperson through search engine optimization. This is currently how over 85% of our visitors find the Waihi Trade Directory, by typing in searches such as "flooring Waihi", or "electrician Waihi Beach". This element of developing a website/or web listing is crucial for effectively promoting your business. Please contact us here if you or a friend is considering using such a service and we can advise you on the best course of action.

## LINKS:

To gain more prominence in the search engines results page, the Waihi Trade Directory can benefit from inbound links from other sources and websites. This works in two ways;

1. Promoting the sites content to potential visitors/customers
2. Increasing the sites "page rank" in Google through quality inbound links.



A really simple way to promote your listing is by adding a "signature" to your outgoing emails. This can include such information as your company logo, contact details and a clickable "link" direct to your page. This would be useful for potential clients and for increasing site exposure (similar to the signature at the bottom of this email).

Also, if you are entering any details online for your business, make sure you add your URL link to your page. e.g., <http://www.wtd.net.nz/John-The-Builder.html>. If you require assistance with any of these options we would be happy to help.

## CONTACT:

Over the next few months we will endeavour to contact all of the members to see if there are any improvements we can make to their pages, Google rank or in any other areas of their listing. This first year is about gaining quality members and giving the site some momentum going into the 2011 financial year. We are currently developing several great initiatives for next year.



## THE FUTURE

With the development of quality handheld devices, such as the apple I-Phone and I-Pad, a web presence is more important than ever for your business. Mobile internet is fast becoming the norm for the next generation of home owners, business operators and investors. With a listing on the Waihi Trade Directory, you will be in the right place at the right time for future clients.

*Feel free to contact us for any feedback on the site or this newsletter. We look forward to working with you again in the future.*