

Hello There...

It's the middle of August 2005 already—where has the year gone?

Plenty to talk about this issue with lots going on in our offices and in the world of the web. With e-commerce on the rise we've been busy with lots of sites that sell their products online—from horses to magazines to health food to underwear. Just about everything can be sold online these days and we've got the clients to prove it!

In this issue we'll take a look at the next big thing for the Internet (called Podcasts) as well as a few other recent technologies and how they're impacting the way we use the Internet.

We'll let you know what we've been up to, the new services we are offering and why search engine optimization (where we make your site rank high in the search engines) has been a little slow lately.

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Brendan Sinclair
Executive Director

Podcasts—Tomorrow's Radio

The next big thing for the Internet is here now—Podcasts. Very simply a Podcast is a audio file that you can subscribe to—that is, your computer automatically downloads the audio whenever it comes online.

And that means you can then listen to it on your computer or download it onto an mp3 player (such as an iPod) and listen to it at your leisure. Podcasts were helped along by iTunes (owned by Apple.com) providing free software where users can manage their audio files—including music and Podcasts.

When iTunes announced that people could use the software to subscribe to Podcasts a staggering 1 million shows were downloaded by users in the first 24 hours.

So, who can use Podcasts?

If you have a business or web site that has lots of information to be provided to the public then a Podcast could be for you (and aside from a Podcast, audio is becoming much more widely listened to online).

If you'd like further information please give us a call on 07 5598 4898.

Broadband Usage At 20%

There is approximately 13 million regular Internet users in Australia. Of those, 20% have Broadband connections.

A Broadband connection is simply a bigger pipe to draw in memory—which means your Internet connection is much faster (and you can look at web sites much more quickly).

What Does Broadband Mean For Businesses?

The facts are simple. When people have Broadband connections this is what happens:

- Users spend more time online
- Users can use the more advanced technologies—such as downloading of music, looking at video, etc
- Users become more confident on the web
- Users are happier to buy (something like 69% of online purchases are made by people with Broadband)

The use of Broadband very quickly changes the online usage of users.

The downloading of music online is growing and growing all the time—Bigpond are currently selling songs for just 99 cents for download.

That is going to hit music stores hard within a very short space of time.

How Else Can Broadband Help?

A Broadband connection can also reduce your phone bill.....let me explain:

If you have a Broadband connection you can use what's called a VoIP phone (Voice Over IP Phone) - all that means is using the Internet to transmit your voice rather than the phone lines.

I reviewed some different services the other week for my ABC Radio show and the results were outstanding. A VoIP phone can provide you with superior sound quality whilst cutting your phone bill in half.

For more information check out the full article on the web site:

<http://www.tailored.com.au/2005/08/voip-how-to-save-thousands-off-your.htm>

Can You Help The Scouts?

Brendon Sinclair has started on the Fundraising Committee for the Palm Beach Scouts (his son Jack is a very enthusiastic member) and we've recently initiated a Club 100—for \$100 you can join this special Club and receive quite a few benefits.

But the thing the Troop would really benefit from is a computer.

Computer Wanted

If you would like to donate a computer to the Palm Beach Scouts they would be very grateful—please take a look at any unused machines you might have laying around. There could be life in the old computer yet!

Printer too?

Can we push our luck and ask for any used printers (we only need 1) you might have?

www.palmbeachscouts.com.au

Don't Buy From Spam

We've been reading some incredible statistics about spam lately.

Did you know that a staggering 11% of people buy from spam emails. It's little wonder we get so many spam messages each day.

Spam is one of the big problems facing the web at the moment but I get the feeling we're slowly getting on top of it.

With more advanced filters and tougher penalties (as well as a more aggressive pursuit by law enforcement agencies) it will become less attractive to spammers in the long term.

"Can We Send Our Great Offer Out?"

We often get asked if we can send client's e-mail newsletters out to lists of people who haven't actually subscribed to their email—the short answer is "No."

For more information about Australia's Privacy Act and how it can affect your email campaign please contact us.

“An Excellent Head For Radio”

Brendon Sinclair, our Executive Director, has often been told he has an excellent head for radio. And he's putting that to the test!

Brendon can now be heard on ABC Coast FM 91.7 on Wednesday mornings at 11.15 am.

This regular gig came about after Brendon went in one Wednesday and had a chat about the latest and greatest on the Internet—the response was so overwhelming that the Producers asked him to take on a regular spot.

Brendon chats about the Internet, Web sites and much more—tune in at 11.15 am on Wednesday for a listen.

Along with the success of the book and the SitePoint Tribune newsletter that Brendon writes (has 130,00+ subscribers) he's become quite the star!

He's A Star!

Brendon has also been featured in quite a few newspapers and magazines lately—a feature in the Gold Coast Bulletin was followed up by one in the Courier mail and then the Daily News asked Brendon to comment on some recent Internet issues.

Life Gold Coast then featured Brendon in their “Life Gold Coaster” section and Business Acumen ran a story on one of our clients—former champion runner Pat Carroll—and Brendon was quoted extensively just a few days later.

It's interesting to note that one of the questions a journalist asked Brendon was:

“What's the 10 things you can't live without?”

At the top of the list was “Beating my clients at golf.....it happens about as often as it snows on the Gold Coast.”

At least he's honest!

New Technologies

As we mentioned earlier in this newsletter, about 2.5 million Australians now have a Broadband connection. That's great, but the reason it truly is great is because these 2.5 million users are far more likely to visit web sites.

Because of these faster Internet connection speeds web developers are able to use more rich media—by that I mean things such as video, audio and Flash projects.

A web site can much more effectively demonstrate its range of services and/or products using these technologies—resulting in a greater likelihood of a sale.

Video

We now offer video production, editing and uploading the finished video to web sites. It's a fairly complex and time intensive procedure but the results can greatly enhance the user's experience when they visit your site.

Audio

Tailored Consulting have been developing audio files for quite a while now and have the equipment and expertise to get your voice easily and quickly up on your web site.

We're currently developing our own Podcast (Internet Radio Show) - visit www.tailoredpodcast.com for more information.

Animated Talking Head

We've been trialing an animated talking head for some time with excellent results. The head really grabs attention and creates a terrific WOW factor.

You can check out a talking head on the 'Contact' page on the www.tailoredpodcast.com web site.

Contact Us For More Information

As always, if you'd like to have a chat about these or other technologies please don't hesitate to contact us on 07 5598 4898 or at admin@tailored.com.au.

Search Engine Work Remains Complex

We've long been considered search engine experts here at Tailored and after seven- (7) years of research and application things are supposed to get easier!

Search Engine Optimization is such an important part of any web site's marketing strategy now that the search engines are constantly changing the way they rank sites to try and ensure a level playing field and the very best in quality sites being presented to their customers.

Over the past 4-5 months we've seen some very significant changes in the way search engines are ranking sites.

Invested Heavily In Software & Education

To ensure we stay ahead of the pack we have invested heavily in software and education with the result being a stronger knowledge and capability to implement strong search engine ranking campaigns than ever before.

The Most Common Search Engine Question

1. Should I submit my web site to 1,000 search engines for just \$99? I get lots of emails offering this and that sounds like a great idea.

Answer: Do not submit your web sites to search engines. This could be the very worst thing you can do.

Firstly, there are really only about 10 major search engines you should worry about.

Secondly, these search engines almost always find you by following links from other web sites.

The 1,000 sites you would be listed with are often what's called **link farms**—these are simply linking pages that the search engines do not like.

If the major search engines see a consistent effort to fool them into thinking you have good links to your site when in fact they are poor quality links (such as a link farm) you could find your site banned from the search engines.

Web Use Study Says “Use More Text”

Some recent research reveals that participants in an eye-tracking study found that participants were more likely to correctly recall facts, names, and places when they were presented with that information in a text font.

However new, unfamiliar, conceptual information was more accurately recalled when participants received it in a multimedia graphic format.

Other interesting finds:

- short paragraphs performed better than long ones
- the standard one-column format performed better in terms of number of eye fixations
- people absorb headlines and copy better if the headline and copy are the same font size (with the header **bolded**)

The usability issues with web sites are extraordinarily complex and deserve the greatest of attention. Better usability results in longer stays, longer stays = more sales.

A Web Site Isn't About Being The Prettiest

A web site doesn't become successful because it is the prettiest.

A web site becomes successful because it has a lot of useful information for it's target market.

And it's information that is relevant and timely. Just as important, of course, is the usability of the web site.

As mentioned above, keeping the visitor on your site as long as possible is critical for ongoing strong sales.