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March 2009 Newsletter

Spring is finally here! Under normal circumstances it would be something to get excited about but instead of thinking about all the things I want to do this spring/summer I instead find myself thinking of ways to lower my expenses and brace myself for these tough economic times. I'm sure that you or someone you know is feeling the effects of this economy in some way shape or form. Although we can't help everyone, we can make a small difference. I may sound like my grandfather when I say this but it's time to Buy American!

Take a moment to look around the room you are in. How many things in that room are actually manufactured in the United States? After doing my own quick glance I don't think I can point out anything. There are products from American companies but I highly doubt any of them were actually manufactured here in the United States. When I was in grade school about 100 years ago I remember learning about the GNP or "Gross National Product" of a country. I remember my teacher telling me that we live better lives than most countries because the United States had a high Gross National Product. Does anyone know what the Gross National Product of the United States is today? If the United States does not build or produce anything then what do we have to sell or export? The ratio of what the United States exports to what the United States imports is very disturbing. I'm not a math wizard but I think that if we buy more than we sell then eventually we are going to be out of money or worse.

Instead of relying on people in Washington to turn things around why don't we take matters into our own hands? If we buy American then we will increase the demand for American made products translating into more jobs for Americans. More jobs means less people on unemployment. It might not solve all our nation's economic problems, but it's a lot better than giving out billions of our hard earned money to pay bonuses to employees of failing businesses.

Tait Chambers
Owner, WebDuck Designs

Website Design Services

- :: Website Design
- :: CSS Layouts
- :: Search Engine Optimization
- :: Pay Per Click Advertising
- :: Logo Design
- :: Flash Animation
- :: JavaScript Programming
- :: PHP Programming
- :: MYSQL Database
- :: Ecommerce Solutions
- :: Email Marketing
- :: Email Newsletters
- :: Website Link Exchange

Website Design Resources

- :: Make A Website Mockup
- :: Planning A New Website
- :: Search Engine Optimization
- :: SEO Myths & Facts
- :: SEO 101
- :: Importance Of Backlinks
- :: BEFORE You Sell Online
- :: Pay Per Click FAQ's
- :: Pay Per Click Pros & Cons
- :: What Is Online Marketing
- :: Social Online Marketing
- :: Email Marketing
- :: Choosing An SEO Company
- :: Marketing with MySpace
- :: SEO Links
- :: Is your website working?
- :: Internet Buzz Words
- :: Compare Product Engines
- :: Interpret Website Analytics
- :: Google Sandbox
- :: Website Cost
- :: Website Design School
- :: Negative Online Marketing
- :: Google Results Change
- :: Web Company Prices Vary
- :: Horrible Website Stories

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Affiliate of the Month

Competitive Edge Coatings are Connecticut's experts in Powder Coating and Material Blasting. [Contact](#) Competitive Edge Coatings for all of your Sandblasting, Ceramic Coating and Powder Coating needs



Competitive Edge Coating's search engine optimized website was built by WebDuck Designs.

SEO / Online Marketing Tip of the Month

Are you spending a fortune on PPC advertising? You could save a ton of money just by getting a new website. If built properly using Search Engine Optimization a website will rank high naturally.



Visit us online to find out more about [Search Engine Optimization](#) and [Online Marketing](#)



Why do Google Query Results Vary?

I'm sure you have noticed that Google Search Results are rarely the same. Say you check Google for you keywords on a Monday and are on the top of page one. If you go back Tuesday you may be on page 3 or 4 in Google Search Results. Why does this happen? Why do Google Query results vary so drastically and over a short period of time?



Google data centers are the most common reason Google Query Results vary. Google has multiple data centers in the US and a few international data centers. The Google data center you are getting your search results from is random and varies with each use. Google is also known for frequently changing their search engine algorithm, which is why website design companies find it so important to keep up with SEO tactic changes. If Google changes their search engine algorithm the search engine results are more than likely going to be very

different.

With the varying results in Google searches you might be asking yourself, how can I get my website on top of every search regardless of the data center? While there is no way to guarantee a website will be on top of every search every time, the best way to be on top of search engine results most of the time is to work with a search engine optimization company. [Click Here](#) to view the full article on "Why Google Query Results Vary" or if want to get your website to the top of Google [Contact WebDuck Designs](#).

Why are some web design companies cheaper than others?

When looking for a web design company most people will shop around, which is a great idea but beware. If something sounds too good to be true, chances are it probably is. It really comes down to you get what you paid for. So, if a web design company offers to do your website for a lot less than others, you need to ask yourself why? Why can this company do my website for less? The more questions you ask the more likely you are to find out why. Ask them the following questions: Is the website a template site?, Is your web design company located in the United States?, Are you a recent college graduate or are you still in college?, Do you have experience? and Will you provide me with a project scope?.



[Click Here](#) to find out more about these questions and how they affect website design companies pricing. When deciding which web design company to use, be sure to take into consideration their answers to the above questions. Remember if something sounds too good to be true it probably is. If you get a much lower quote from one web design company there is most likely a reason behind it, they could be inexperienced, use templates or be located in another country.

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