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SEO/Online Marketing Tip of The Month



Websites should have a site map, which should be linked to from every page on the site. Site Maps help the search engine robots easily find all of the pages on a website which ensures that they are all indexed.

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

Affiliate of the Month



BCI is a full service loan company that has been

I know, it's almost June and the newsletter is JUST getting out now. I really have an explanation as to why we put out this month's newsletter so late. We were holding off until we found out the final decision on a project WebDuck Designs was bidding on. Now that we have the final decision, we can publish the May Newsletter.

WebDuck Designs is very happy to announce that we have been given the honor to design and build the new National Health Council website. We are incredibly excited about the opportunity to develop an online presence for one of the largest non-profit organizations in the United States.

I also would like to take a moment to thank all of you that spoke to members of the National Health Council and gave WebDuck Designs such rave reviews. Please accept our most heartfelt thanks because without you it would not have been possible.

Tait Chambers

Owner, WebDuck Designs

About The National Health Council

Since 1920, the National Health Council has established itself as a dynamic forum for policy development - the place where all segments of the health care community meet for reasoned discussion and persuasive advocacy.

Today, the Council has grown to more than 115 member organizations representing many areas of health care. Council members include:

- Voluntary Health Agencies
- Professional and Membership Associations
- Nonprofit Organizations with an Interest In Health
- Businesses and Industries
- Associate Members



The National Health Council makes a difference in the quality of people's lives.

Is Your Website Working For You?

Before deciding if your website is working you need to ask yourself some questions. The most important question is why do you have a website? The two most common types of websites are informational websites and online stores. What is the purpose of your website? Informational websites are used to give out information and can have many purposes. Online stores can be used in many different situations and for many different businesses.

The best way to tell if your website is working for you is to review your site analytics. Most websites come with an analytic program, but if your website does not there are various free analytic programs available. The most common free analytic program is called Google Analytics.



By looking at your website analytics you can see: how many visitors are coming to your website, where your visitors are coming in from, what keywords people are finding your website under, what your bounce rate is and much more. If your website has a high bounce rate that means that a majority of

in business since 1998 providing loan services to the entire State of Connecticut.

BCI Financial provides Commercial Loans, Mortgages, Reverse Mortgages & Auto Loans.

[Visit Our Affiliate](#)

BCI Financial's new website is in the final stages of construction. Once it is fully constructed visitors will be able to easily apply for loans online.



With the hot summer weather coming many people will be enjoying the open water. For ultimate safety and peace of mind while on your boat consider buying an Autotether.

Autotether is a high tech wireless lanyard that will protect you and your passengers while on board your boat. Learn more about what Autotether has to offer and purchase yours at:

Autotether.com

visitors are coming into your website and leaving quickly. This is not good! You want visitors to look around your website and if they are not your website is not working for you.

If after reviewing your web stats you realize that your website is not working for you, what do you do? The best way to fix your website problems is to contact a web specialist. The staff at WebDuck Designs will locate the problems with your website and use their expertise to find the proper solution.

What if your website is not working for you, but it is search engine optimized and has a mass amount of information? In this case online marketing may be the right solution for you. WebDuck Designs performs various online marketing tactics to help boost a website's search engine ranking. Many new websites require this extra push to get more visitors which help increase the natural search engine ranking.

[Read Full Article](#)

If your website is not working for you [Contact](#) the professionals at WebDuck Designs.

Marketing with MySpace

With over 300,000 new users daily it is a wonder why not every business has a professional MySpace profile. Being one of the most popular sites on the internet with one in four Americans using MySpace, everyone has at least heard about MySpace. Social Networking sites are where people spend the majority of their time online. During free time an estimated 17% of people are using social networking sites like MySpace. With a professional MySpace page your business can tap into the millions of social networking users.

In addition to having a mass amount of users and being one of the largest sites on the web, MySpace also offers an assortment of marketing tools. Over 8 million music groups and bands have taken advantage of MySpace's tools to promote themselves and announce upcoming shows.



The fact that MySpace has over 115 million active users from around the globe makes MySpace a great source to reach people from all over the world. Tapping into a global market can be great for some businesses, but what if you are a local business with a brick and mortar store trying to reach local customers? When searching for MySpace friends simply target a specific geographic region to reach people in your area. This allows businesses to advertise in store sales and specials to bring in customers.

With all of the marketing opportunities MySpace offers one would think MySpace is expensive. But the fact is that MySpace is completely free. It is free to register an account, free to advertise in bulletins, free to post a video, free to post classified ads and free to have your own professional MySpace profile.

Sites like MySpace are now not just used for social networking but can be used to promote businesses and organizations. MySpace offers a world-wide market, excellent marketing tools and is free of cost. And with Social Networking sites growing rapidly, MySpace alone in one year had a 367% increase in traffic, it's an obvious place for businesses to have a presence.

[Read Full Article](#)

WebDuck Designs has designed and marketing custom MySpace profiles for numerous clients. [Contact](#) us to learn more about how marketing with MySpace can help your business.

Receive a **\$100 American Express Gift Card**
for every valid referral you send to WebDuckDesigns.com



A valid referral is defined as any new business sent to WebDuck Designs that equals or exceeds \$1,000. Gift cards are sent only AFTER WebDuck Designs receives the initial deposit from the referred client. Offer good only while supplies last.



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