



design.
website development.
internet marketing.

i4U Monthly Newsletter

From the i4U Team !

2007 is off to a flying start! i4U has welcomed many new clients and the team has launched heaps of fantastic websites over the past 12 weeks. Easter is just around the corner and the crew have their heads down to finish off the first quarter strongly.



i4U is now a sponsor of the Gold Coast's newest sporting team – the Gold Coast Blaze. The National Basketball's latest addition to its now 13 team competition needed a hot website to attract interest from potential sponsors and basketball fans. i4U's support includes designing and developing the Gold Coast Blaze website, creating a web-destination where fans and sponsors can visit to find the latest news and signings from the Gold Coast Blaze www.blazegc.com.au. i4U is proud to be supporting Basketball on the Gold Coast, and eagerly awaiting their first game on September 19, 2007 when the Blaze make their official NBL debut. Tickets are now on sale and if you would like to secure yours, email sales@blazegc.com.au

Summer Lochowicz is one of the world's best beach volleyball players - achieving 9th place at the Athens Olympics in 2004 and winning the Australian Beach Volleyball series - and i4U are sponsoring her by redeveloping her website! Summer is a main fixture at the AIS and is currently preparing for the 2008 Beijing Olympics where she is aiming to bring home a gold medal.

From the entire i4U Team, good luck Summer!

Website Maintenance

The importance of keeping your website up to date

10% off Maintenance*

It's the perfect time to get your website up-to-date before the Easter spending spree! i4U is offering **10% off** all maintenance work over 3 hours!*



Maintenance is additional work to maintain and improve an existing site. This can range from text changes to updating images.

Don't let this opportunity pass, call i4U on **1300 551 448** and improve your website today!

*Terms and conditions apply, call i4U for more information. Offer expires Friday 20th of April 2007.

Staff Profile

i4U's Graphic Designer – Natalie Romanin, has been designing for 9 years. Coming from a Fine Arts background she was always looking for a way to merge art with the latest technology.

Natalie completed a Bachelor of Digital Design at Griffith University which combined her love of art and design with website development, motion graphics, video editing, special effects and Flash animation.

"Design is very personal; each client is completely different from the last. Everyone has unique needs and requirements that have to be met. What separates i4U from other Digital Design companies, is that we want to give our clients something unique, something that no one else has, something that is tailored to them and their business".

You've just taken delivery of your brand spanking new website, all the content is in place and every image looks great. You've taken great pains to put all the prices on your products and the latest news story is in pride of place on the home page. All you need now are visitors.

Without a doubt they will come, and they will be back. The question is how many times will they be back if the same old news story is on the front page, the galleries have no additions and you've forgotten to send out email updates. As wonderful as it is to have a website, it may adversely affect your company's image if it is not up to date.

Recent Research by BT Openworld shows that a quarter of small to medium size businesses are at risk of losing customers by relying on out of date web sites. The most common areas of neglect being news, services information and up to date contact details.

The following are 3 key reasons for keeping your web site up to date:

1. New visitors may recognise old content – potential new customers may notice that our prices are not correct, or that your last news post was September 2004. These visitors are less likely to continue to browse your website on the premise that the information they are looking for is either not there, or not current.
2. Returning visitors will visit your website less often – your existing customers will have no need to return to your website if there is nothing new to see or read. As we all know it's usually much easier to keep an existing customer than create a new one and new content will assist in managing your customer relationship – otherwise they may look to your competitors for help.
3. Improved Search Engine rankings – Google and other search engines visit your website several times a month to look for new content. These search engines highly regard new, relevant content when deciding where you should rank for particular keywords. Updating your site regularly gives it an advantage because the changes you make may place you higher than your competitors when your target market is searching for your products.

Remember!

Natalie's recent work includes the website for Bad Jelly Marketing. Check it out at www.badjellymarketing.com.au

Recently Launched

Check out the latest websites i4U have launched. They are a testament to the quality of all i4U projects. i4U is your best partner for Design, Development and Internet Marketing.

Bad Jelly Marketing
www.badjellymarketing.com.au



The Bad Jelly site was designed and developed by the i4U team. " I am so happy with everything and I can't thank you enough. It looks better than I imagined and I love the email stationary. Can you please give a HUGE thank you to every single person who helped make my site awesome - I really am so appreciative of all their efforts." Kate - Bad Jelly Marketing.

Keune
www.keune.net.au



Prestige European, Boutique Hair styling Products.

Nirvana by the Sea
www.nirvanabythesea.com



Newest development by Niecon Group.

JSMI Australia
www.jsmiaustralia.org



Jerry Savelle Ministries Australia.

Gold Coast Blaze
www.blazegc.com.au



The NBL's newest franchise - The Gold Coast Blaze.

When writing content for your website consider these important points – while these points are simple many are overlooked when websites are being updated:

- Content needs to be current and fit the purpose - visitors are looking for up to date information about you and your products.
- Clear, simple and short paragraphs that are to the point – people tend to gaze over content on websites and have different reading behaviors on the internet; so make sure you get to the point straight away.
- Check for accuracy - people soon get fed up with spelling mistakes and bad grammar. Remember to proof read all of your information before sending it to be updated or putting it live on your site via your CMS.
- Keywords – It's important to include keywords within the content that you are writing for your website. Search Engines recognize the words on your website and it is important to include the ones you wish to be found for when people are searching.

Regularly updating your website by following these points is a sure way to guarantee your customers are satisfied with experience with your site.

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