

SmarttNet

Complete Internet Solutions

COMPLETE INTERNET SOLUTIONS

SmarttNet to write Internet column in Business Fraser Valley newspaper – for immediate release Aug. 12, 2009

SmarttNet Web development and e-marketing services have begun to take hold in the Fraser Valley market, and now Business Fraser Valley news readers can find a monthly column about being successful online, written by SmarttNet's own E-marketing and Media Specialist, Joyce .

In its first run, Joyce wrote to Fraser Valley businesses about being 'On Top of the Page Game'. Advice included SEO tips on title tags, image files, linking and proper design. This month's feature talks about the effectiveness of using WordPress for a business Web site.

"We're glad to be able to give advice to business owners who are seeking to know more about SEO," says Joyce. "To me, it's a very simple thing, and if business owners just had the right tools in their hand they would be able to handle it effectively on their own."

Although giving away free tips and insider secrets may seem counter-intuitive to a business's success, Joyce believes it to be the stronghold of SmarttNet's growing customer base.

"Actually, I've had many people sign on with us just because we took the time to explain things to them," she says. "One guy appreciated us for not giving any 'pie-in-the-sky' promises about high rankings on Google. We were honest and showed him exactly what we would be doing to help him out. That method worked very well for him and for many others as well."

According to Joyce, doing Search Engine Optimization is not "brain science" and the only barrier for most companies is the large amount of time it takes. "That's what keeps us in business!" exclaims Joyce.

Being able to reach out to a print audience in the Fraser Valley paper is also believed to bring in high returns on investment.

"It's the people that are baffled by the Internet and SEO that are reading these articles. Newspapers are not dead, they just have to be used effectively. I've already had a good response from just one column being published, and before that we got calls when SmarttNet was mentioned in a news story," explains Joyce.

The writing opportunity came about when SmarttNet attended their first Fraser Valley tradeshow at Tradex last spring. They got hold of Publisher Mark MacDonald's business card and, during routine contact procedures, landed a relationship that brought out the need for an Internet writer in the paper. SmarttNet also signed on for an advertising deal when a published press release brought in a major client.

"In a sense this is both a business relationship and a way of helping other businesses at the same time. We advertise with BFV but we also write impartial advice about doing business online. It works great for both of us and BFV is showing us they are an effective medium."

For more information, or to arrange an interview call 604 473 9700 or e-mail joyce@smartt.com.