

WEB NEWS

from **johnrcoles.net**



Volume 1 - Issue 1

Fall - 2006

About You

www.heirloomfinishes.com



Heirloom Finishes, based in Charleston, SC, offers carefully implemented and documented conservation and restoration of fine and antique furniture.

www.mcgeerealestate.com



The McGee Companies, is a family operated business based in Columbia, SC, offering commercial, investment, and residential real estate services, sales, rentals and auctions.

www.psiomegafaternity.org



Psi Omega National Dental Education Fraternity provides many member services and benefits to alumni and dental students at colleges and universities nationwide.

www.scmovietheatres.com

South Carolina Movie Theatres, is dedicated to collecting and preserving the history of South Carolina's single-screen movie theatres by interviewing those who possess this history in living memory.

Trans-Port International, Inc.

Trans-Port International, Inc. is a Custom House Broker and International Freight Forwarder with forty years experience, based in the Port of Charleston, SC. Their web site is in development.

For You



As clients of *johnrcoles.net*, you are an extended family. I hope you get to know each other through this newsletter. You have much in common. The questions you have asked me are often the same. You may get to know me a little better, too.

Web News will provide information about marketing your site, help you get the best value on server fees and domain name registrations, alert you to potential hazards on the internet, and help you improve the accuracy and effectiveness of your web site.

I encourage you to set aside some time to review your web site. Is your message clear? Is your content accurate and up-to-date? Has your business or mission changed? Are those changes reflected in your web site?

As your web site developer, I do more than design and maintain your site. I try to help you get the best return on your investment.

*Thank you,
John R. Coles*

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Affordable and dependable web development and maintenance

Heirloom Finishes



Paul Garbarini identifies wood using microscopic samples at London Metropolitan University.

Paul Garbarini, owner of **Heirloom Finishes** in Charleston, SC, recently returned from London where he studied the latest techniques of wood identification. The course, offered by *International Academic Projects*, provides classroom and laboratory sessions to help professional conservators gain knowledge of advanced methods and resources for the accurate identification of woods used in fine and antique furniture.

Garbarini's decision to go to London for this highly specialized program was based on his passion for his work and his desire to provide better service to his customers. "A client would ask for confirmation of whether a drawer side was yellow or white pine," he explained. "The difference can be important in valuing antique furniture. The only definitive way to tell the difference is through a microscope."

"I completed "Chemistry for Conservators," that *LAP* offered earlier this year as a correspondence course, and was impressed with their high standards and industry-specific curriculum. The session in London was the only course of its kind being offered this year."

Other course participants were museum conservators from Finland, Scotland, Nova Scotia, and Switzerland, and an antique fan collector from England. The course was taught at London Metropolitan University by Sue Newton-Short, an expert in botany and plant technology and an Associate at the Royal College of Science.

In addition to learning the latest scientific methods of identifying wood, Garbarini learned about the historic trade in exotic woods of American, Asia, and Africa from Adam Bowatt, a furniture historian who has been featured on the popular PBS series *Antiques Road Show*.

"Historic knowledge is extremely helpful when valuing antique furniture," said Garbarini. "If a piece of furniture is said to have been made in England around 1790, and is made with Brazilian rosewood veneer, you have to challenge the date. Brazilian rosewood didn't arrive in England before 1808, when Napoleon invaded Spain and Portugal. Only then did England begin trading with Brazil and importing rosewood and zebrawood."



www.heirloomfinishes.com

The value of antique furniture can be greatly reduced if its finish has not been properly protected or has been thoughtlessly altered. We have seen the disappointment on the faces of people appearing on *Antiques Road Show* when they learn that their grandmother's antique table would be worth ten times as much if it still had its original finish.

"At the course in London, we learned about the ethics of taking samples from wood artifacts for microscopic examination," explained Garbarini. "Considering that the samples only have to be one cell thick, it is usually not difficult to find an unobtrusive spot on a piece of furniture to make a small slice with a thin razor blade. After a lot of practice, I even learned how to do it without cutting my finger."

Garbarini is a dedicated professional. "We follow a strict set of guidelines so that we add value to fine and antique furniture. All of our treatments are reversible and re-treatable. We provide written and photographic documentation of the work we perform."

He doesn't limit his focus to antiques. "Furniture doesn't have to be really old to deserve proper care. The desk that you inherited from your grandmother may not be an antique, but it is most certainly an heirloom. By treating the finish with care, it can last for generations.

To learn more about Heirloom Finishes and the processes they use to treat, value, and document fine and antique heirloom furniture, please visit their web site at www.heirloomfinishes.com.

What you need to know about your domain name registration.

Your domain name is an asset. It has value. Like anything of value, there are people out there who would steal it if they could. Like any asset, you need to protect it. But, first, you need to know exactly what it is and how you can retain ownership and control of it. You don't have to learn about servers, bandwidth, and hypertext markup language. You can rely on me for that. But, there are a couple of things you do need to know.

Your domain name is what comes after "www" and ends with ".com" or ".org." It is your address on the World Wide Web.

The Internet Corporation for Assigned Names and Numbers (ICANN) is the organization that is responsible for assigning names and numbers worldwide which are unique (only you have this web site address) and uniform (everybody can reach you using your web site address.) Okay, maybe you don't need to know that much. But, my point is, there are rules and enforcement in place to protect you.

In order to acquire a domain name, you must be sure no one else has already registered it. You can search www.internic.net. Click on "Whois" and enter the domain name you are looking for. If it is available, you can register it. But, wait. There is a little more you should know.

Most web hosting companies offer *free* domain name registration. If you're paying a separate annual fee for registering your domain name, consider transferring your registration. Likewise, if you are paying a web hosting company that does not provide free domain name registration, consider moving your web site to a company that does.

The registration is actually easy and simple. (Okay, it can be a nightmare but let's assume everything goes right.)

The official registration will contain the name of the registrar, the domain name, the date it was created, the date of the most recent change, and the expiration date. Watch the expiration date closely. Mark it on your calendar.

The registration will also contain the Registrant (that should be you) with your address, phone, and email address. It will contain an Administrative Contact. That will probably be you. But, you can assign that to anyone you choose. The Administrative Contact will receive notification that the domain name registration is about to expire.

Finally, the registration will contain a Technical Contact. That is usually the web hosting company where your site is physically located.

Note: Keep the Administrative Contact's email address updated. It is the only way you will know if your registration has a problem. It is the only way you can change or transfer your registration. (Okay, that isn't completely true. But, believe me, if your Administrative Contact's email address is invalid, you're in for a very difficult time).

You must keep the registration current or you could lose it. There are greedy people out there called cyber-squatters who will quickly register your domain name if the registration expires. Then, they will charge you dearly to release it back to you.

Also, be careful about companies that send you offers to "renew" your domain name with them. These offers, called "expiration notices" often look very much like invoices. Alert your staff not to cut a check. Once they have your permission to transfer your domain name, you'll have a hard time getting it back. And, you'll be paying them for something that is typically included for free with most web hosting packages.

If you use a hosting company that provides free domain name registration, they will make sure your domain name registration stays current. They provide this "value added" service as part of their monthly or quarterly web hosting charges.

I sincerely hope I've helped you understand domain name registration and why it is important to you. Please let me know if you have any questions I did not address.

Psi Omega National Dental Education Fraternity

On their web site, you will find information on the fraternity's programs and member benefits, news from the Central Office, Foundation, National Council, and Chapters. Links to Chapters with web sites can be found in the Directory.



www.psiomegafaternity.org

Q&A:

How can we get people to visit our web site?

Thea Stevenson, of The McGee Companies (www.mcgeerealestate.com), recently asked me this question. It is a question I often hear. There are two ways to actively promote traffic to your site. One method depends on me while the other depends on you.



www.mcgeerealestate.com

Search engines, such as Google and Yahoo, send robots called “spiders” to constantly search the web and index the content of your web pages. When I designed your site, I embedded the appropriate tags, hyperlinks, and headers so that search engines would find and catalog key words about your business.

A periodic review of your web site can identify ways to improve or enhance these features based on new or expanded services or other changes in your business. Let me know if you would like to schedule a site review.

Other technical methods for driving visitors to your site include professional directory listings and reciprocal links with related businesses or associations. If you want to pursue this method, I would be glad to help.

Now for the things you can do to get people to visit your web site: Include your web address on stationary, cards, literature, brochures, and signs. This may seem obvious, but many people fail to do this. And it's free!

Don't forget your email “Signature.” Most email programs allow you to create a five or six line tag that is automatically attached to the bottom of every email you send. This should include your name, company, address, phone number, a short statement about what your company does, and your web site address. Again, it's free!

You can write articles related to your business and offer them to newsletters and web sites. While this takes time and energy, these materials will be read by potential customers. Always include your web site address for “more information” about the topic.

Have you recently added a key member to your staff? Be sure to send biographical information and a photo to your local newspaper's business section. And, include your company's web site address. Be sure to send that same information to me so I can post it on your web site.

Has your company won an award, sponsored a community event, or held a seminar? Send out a press release and include your web site address. Again, be sure to send the press release to me so I can add it to your web site.

Offer a “free service” that requires visiting your web site. This will vary widely because businesses vary. Be sure the “free service” is directly related to your business so that the visitors you attract are more likely to be qualified customers.

Take out an advertisement in an appropriate publication. Whether you advertise in a trade journal, the newspaper, the yellow pages or a newsletter, it doesn't have to be a large ad to get big results. Capture their attention, then refer them to your web site where they can get details about your products or services.

None of these tips are actually “free” because they require time and effort. But, they are important if you want visitors to your web site. Go over this list at your next staff meeting and get feedback. You may come up with additional ideas. Ask your customers what they like and don't like about your web site. Everything can be improved.

Frankly, writing this article for you has given me ideas that may improve my own web site and increase traffic. By creating this newsletter, I am learning new ways to expand my services to you. I hope you have learned some ways to get people to visit your web site.

Coming in the next issue:

Net Neutrality Act - H.R. 5252, the Communications Opportunity, Promotion, and Enhancement (COPE) Act, may have serious consequences for your web site. Supported by the telephone and cable companies, this Act could increase their profits and reduce your access to customers over the internet.

Web Statistics - How to make sense of those numbers collected by your web host about who visits your web site, from where, and how often.