



3dots media resource

helping you connect the dots...

September 2008

● new office help & services

3dots media is very grateful to you for choosing us to help you with your website. As you well know businesses grow in steps, sometimes small, sometimes large. As we continue to make changes and grow, we want you to know Sue is now running the office of **3dots media** full time.

We were feeling that one of us needed to be available during regular business hours to help you out during the day as our site portfolio grows. We hope to offer more support services as Sue learns the ins and outs of our online content management system, DotNetNuke.

So if you have a question about uploading something or changing the content of your website give her a call at **440-988-3807**. If she's not able to answer your questions directly, she'll get the answer and call you back as soon as possible.

We also hope to offer a site content updating service at a reasonable rate for those of you who don't have the time to do your own updates for your website. Sue is available to help. In the near future we'll be sending you information on website marketing and search engine optimization.

● ● design tips

Once a website is created it must be maintained on a regular basis. The following are a few design tips to help you keep your website fresh and exciting to those who frequently visit your website.

- Choose a color scheme for your site for both the graphics and the fonts and stick with it.
- Keep the sizes and types of fonts consistent to the theme. Avoid large headline fonts, all capitals, and bold bright colors that clash.
- Make sure that you try keep the integrity of the site design intact. Changing the screen size to accommodate a larger picture or bigger sized fonts, makes the site look less professional.
- The more content the better as long as it is relevant.
- Make sure that you have something that will bring them back more than once. Giving away something for free, a coupon, picture, or file, helps make your site "sticky" so visitors return.

- Target those that would be interested in what your site offers. Become the 'expert' in what you promote.
- Refresh your content often while consistently trying to improve upon what you have created.

Don't just set up a website and assume that people will come to it. Once you have them, you have to make sure that they want to come back to see what's new. Maybe that means to completely give your site a new look or something as simple as offering something free by signing up for your newsletter.

Look to magazines and other publications for ideas and 'looks' you'd like to emulate.

If you are overwhelmed by the thought of updating and changing your site, contact **3 dots media** and we will do it for you for a nominal fee. It is as important to us that your website reflects your business or ministry. Call us for an estimate.

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● ● ● 3dots media training

Live Online DotNetNuke Website Update Class via GoToMeeting Wednesday, September 17, 2008

Want to learn or refresh how to update your website?

On Wednesday, September 17, 2008 from 7:00 to 8:30 p.m. we will be offering an online class to teach you the basics in updating your website using the DotNetNuke system by an on line tool called GoToMeeting. This allows you to attend the session from your own PC. By either dialing in via a conference phone line, online chat, or microphone/speakers on your PC you can pose questions and follow along with the interactive training.

Because we know that if you don't do something on a daily basis you may have forgotten how to update your photo gallery or a special events page that only happens once a quarter. We all forget how to do the most basic of tasks. We want to show you again how easy it is to update and refresh your website.

Join Troy as he teaches you from the comfort of your own office via an online conference tool, GoToMeeting. This is a program he uses on a regular basis as a project manager with the Cleveland Clinic for training and demonstrations. You will be able to see his screen and listen as he moves through the steps of updating pictures or text. You can then practice on your own website while he is demonstrating the tasks.

You will be able to talk to each other as long as you have a microphone in your PC or dial in to the conference line. (Note—long distance charges may apply and are not covered by the registration fees.)

Space is limited to 10 participants. So sign up today and be the first to try this out. This introductory class session will cost \$25.00. Additional classes will be \$40 per session. If you are unable to attend this class but would like to have a personal one on one training session, the fee will be \$50 for an hours time.

Once you register and pay for the class:

- We'll send you a conference invitation which will have the connection instructions
- Make sure you are available to sit at your computer undisturbed for the duration of the lesson
- We'll set up a trial connection so you can make sure that you have tested GoToMeeting before the night of the lesson

Send in your registration as soon as you can. We hope to offer additional training sessions on advanced topics in the future.

Visit <http://3dotsmedia.com> to register today!

● ● ● template update library

Want to fresh look for your website?

Check out our online template gallery for templates we've collected that can be applied to our DNN sites. We're offering this an upgrade service for our existing sites interested in having a new look. We can create custom logos and graphics or utilize your existing business logo. We'll be posting thumbnails and samples of the templates we have on hand to help you gain some ideas.

Call us at 440-988-3807 for a quote.



Check out our Fraley & Fox's updated site at <http://fraleyfox.com> to see the new elegant look of this site update. The wood grain background site is the old look. The new rich chocolate brown is the new. We also incorporated a Flash display on the front page and an updated photo gallery.



● ● ● other services

Did you know?

3 dots media also offers other services in addition to our web site hosting and design.

We can assist you in:

- Designing brochures and flyers
- Creating PowerPoint presentations
- Multimedia photo montages
- Slide and photo scanning of your family photos and transferring them to CD or DVD
- Basic Microsoft Office training

We also work with other IT technical services like Enliven Technologies who offer PC and server support services, remote system monitoring and more.

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