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MetaPro Systems Inc. is a software consulting firm that offers the following services:

- Custom business software running under Windows
- Web site development
- Software tutoring, mentoring and coaching

For more information about our services, visit our web site www.metaprosystems.com or call (781)860-7345.

MetaLetter

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Improving Your Web Site

Marketing is one of the primary reasons for a small-to-medium sized business to create a web site. In this article we will cover some ways to improve your web site.

Posting Testimonials

A great way to increase your credibility is to have a Testimonials page on your web site. Testimonials are letters from clients or former clients praising your work.

Testimonials are easier to obtain than you may think. Don't wait for clients to offer to write a testimonial; just ask them to write one. There are several appropriate times to make this request.

At the Beginning of a Project – You can say something like this. “If at the end of this project you are happy with the work we did, would you be willing to write a testimonial for us?” Most people will say yes.

At the End of a Project – If you receive praise for your work upon completion or near the end of a project, you can ask “Do you mind putting that in writing?”

After The Project – It is not too late to go back to former and inactive clients. It is a good way to keep in touch. You can say “Hello, Joe. You mentioned last year when we completed work on the XYZ project

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In This Issue

Improving Your Web Site— This article will be of interest to anyone who has or is thinking of developing a business web site.

Beware of Email Hoaxes— This article should be read by anyone who owns or uses a computer for email.

MetaPro Success Story – R & P Communications— Read about another satisfied MetaPro Client.

Beware of E-Mail Hoaxes

There are several categories of E-Mail hoaxes, the more dangerous of which is the false virus warning. While it takes some intelligence, however misguided, to design and spread a virus, the perpetrator of a virus hoax does not need a great degree of talent.

The warning will tell you that your computer may be infected with a virus from the sender or some other source. You will be asked to delete a file from your computer that may be infecting your computer; in fact, the file is needed by your computer to perform some important function.

The best thing to do is check out the story at one of the hoax warning sites. Both the major Virus Protection companies, Norton and McAfee have them. Check out www.symantec.com/avcenter/hoax.html

and vil.mcafee.com/hoax.asp.

The person who sent the mail is probably unaware that what they are sending you is a hoax. Once you know it is a hoax, the best thing to do is to warn the sender and other recipients, if possible. Legitimate hoax warnings usually come from trusted sources such as Microsoft or an Anti-Virus company. They are often also reported in the mainstream media.

Another type of hoax may promise to send you money or gifts if you pass an email on to a number of people. Often a well-known company is named. Another example involves an untrue story intended to scare you. Don't forward these messages until you check them out. A good hoax-busting site is hoaxbusters.ciac.org.

MetaPro Success Story – R & P Communications

Our featured client this issue is R & P Communication. R & P Communication is a public relations consulting firm located in Chelmsford MA that delivers a complete menu of high quality public relations programs and products.

Richard Price, President of R & P, came to us wanting us to design and implement their initial web site. Richard told us he wanted a strong neat looking site. He gave us another site to use as a rough model.

We designed a logo based on Richard's business card, and chose a photo from our library of available photos for the main heading. Richard selected graphical buttons from our suggestions for a navigation bar that lets you move between pages of his site.

To portray a strong conservative image, we used black text on a white background, and color for headings.

Richard wrote the original copy for the site, and we worked closely together to hone the content to work well on a web site.

Richard says, "'MetaPro Systems has been a good partner in helping me develop my web strategy. The firm provided me patient counsel, creativity and support, resulting in an excellent final product. I would recommend MetaPro Systems to those small businesses that are budget-limited, yet want a quality product."

See Richard's web site at www.randpcommunications.com.

Improving Your Web Site (Continued)

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how pleased you were. Would you mind writing a testimonial for us?"

Offering to Write The Testimonial for Your Client

People are very busy. A client may agree to write a testimonial for you, but this may not be high on the client's priority list. You might say something like the following: "Jane, thanks for agreeing to write a testimonial. I know how busy you are, would you like me to write a first draft for you to review?" Often a client will sign it unchanged. There is nothing unethical about this practice. Many companies hire people to write testimonials for their clients.

Testimonials should be written on the client's letterhead and signed by the client. Keep the original copy in a safe place. Post excerpts such as one or two paragraphs on your web

site, along with the client's name, title and company. Add a link to the client's web site. Be sure to get permission for these items.

For ideas about writing testimonials see our web site:

www.metapro systems.com/letters.htm

Picture of Company Principals

Having a picture of the company's principals along with a short biography may seem like a minor point, but it can add warmth to your site. While none of us want to be hired based on what we look like, a picture on your site can help personalize the business. It has the added advantage that if someone sees your picture on your site and then meets you at a meeting they will make the connection. People who see your picture on your site may also remember meeting you elsewhere.



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