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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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Driving People to Your Web Site

The question I get most often concerning web sites is, "how do I get more visitors to my site?" more specifically, "how do I get better placements on search engines?"

Marketing

It's your responsibility to drive people to your site. Make sure your web address is listed anywhere one of your prospects or customers is likely to see it. Put it on every piece of marketing literature you publish, including your business cards, stationery, brochures, and even invoices. Put it at the end of all your email messages – an easy way to do this is to make it part of your email signature. In most cases, the receivers

of your email can simply click on the address and be taken directly to your site. Put your web address in any ads you do. If appropriate, put it on the side of your truck.

Useful Information

Give people a reason to visit your site. Be sure to give them useful information that does not directly promote your business. For example, an accountant can write tax tips, a carpenter can give do-it-yourself fix-it hints. In my case, I developed a series of hints for Visual Basic, a programming language that we use. This generates a lot of traffic to our site. One Visual Basic site created a

(Continued on page 3)

In This Issue

Driving People to Your Web Site—This article will be of interest to anyone who has a business web site.

Buying Your Next Computer— Anyone who is planning to buy a new computer should read this article.

MetaPro Success Story – JVon— Read about another satisfied MetaPro Client.

Buying Your Next Computer

There are many questions to consider when you buy a computer. What are you going to use it for? Is your current computer meeting your needs? For most people, a new computer is needed every three to five years. But this is not true for everyone. If you just have one or two applications that you run and they are working fine, there is no need to upgrade. The next question is: PC or Mac? This like asking, "What's better – chocolate chip or pistachio ice cream?" - it's a matter of taste. The Mac fan claims Macs are superior and easier to use. We have very little experience with Macs so we won't venture an opinion. While Mac is popular in certain niche markets, namely Graphics and Education, PCs overwhelmingly dominate the micro-computer market. For this reason, the PC is the best choice for most people.

The next question is: Laptop or Desktop? Of course, if you need your computer to be mobile, you must get a laptop. If your computer can be sta-

tionary, a desktop offers more viewing area and a more comfortable keyboard. If you need to spend a lot of hours at your computer a desktop will be a more comfortable working environment. I know this because I'm writing this on a laptop aboard a plane right now. With a desktop you also get more computer power for your money.

In part two of this article (coming in the next issue) we'll discuss processing power including processing speed, memory and disk space; and peripherals such as storage devices, sound systems, printers, and scanners.

This advice is of a general nature; every case is unique. If you are not sure what to do, please talk to a consultant or someone you trust. We can help you deal with these issues. Please feel free to contact us at 781.860.7345.

MetaPro Success Story – JVon

We were recently called in to help a new client enhance an Access database. JVon, our client, is a Plastics Extrusion company. Their Director of Engineering Services had created the database and supporting data entry screens to track customer orders and manage the complex formulae for JVon's end products.

JVon called on our expertise to develop Visual Basic code to create "user friendly" screens which would simplify data entry and provide useful reporting tools. For example, in addition to requiring clear customer order entry and materials usage reporting, JVon also had to be able to generate a

new production formula for each order (in order to allow for by-order customization).

MetaPro Systems met this customer's expectations in just a few weeks. With MetaPro's help, JVon created the formulation controls and the reports they needed at a reasonable cost.

JVon says, "We are excited with our new database. This system meets our current business requirements. Even better, its phased implementation approach allows us to continually improve it as our needs evolve."

Driving People to Your Web Site (Continued)

(Continued from page 1)

link back to our site called "Cool Tips".

Search Engines

There are steps you can take to make your site friendlier to the search engines. Search engines cannot read graphics, so a site heavy on text and light on graphics is good. Make sure all the links work and that there are no errors on the site. The search engine reads the same text that the visitors see so be sure to put any words or phrases that you want to be found by the search engine in the body of the text.

There are two types of places where you can register, search engines and directories. A search engine is when the visitor searches keywords or phrases and is directed to a number of sites. It is not necessary to register at search engines; they will find you on their own. However you can register to be found more quickly. Directories are where the visitor clicks through

a series of choices to find a certain product or service. It is necessary to register to be in directories. The most important free one is www.dmoz.org. In other prominent directories such as www.yahoo.com, you are only placed if you pay.

It is good to have many other sites which have a link back to your site. Not only does this give the visitor more ways to find you, it gives you credibility in the eyes of the search engines. More credibility means better placement. You can make arrangements with non-competing businesses to have a link to your site (in exchange for a link to theirs.) Many associations you can join also will link back to the web sites of their members.

Conclusion

This advice is of a general nature; every case is unique. We can help you deal with these issues. Please feel free to contact us at

MetaPro Sponsors Radio Program

MetaPro Systems is a proud sponsor of The Brass Ring talk radio program. The show can be heard locally in Eastern Massachusetts every Saturday at noon on 1120 AM, or from anywhere live on the internet at www.thebrassring.net. The show is hosted by Lexington Massachusetts attorney Gina Ghioldi. Gina's legal expertise, business acumen and

entrepreneurial flair are a perfect mix for interviewing some of today's most fascinating people. Whether she's speaking with entrepreneurs, celebrities, sports professionals, community leaders or media personalities, you're guaranteed insightful, intimate and sometimes provocative conversation.



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