



So... what's this 'blogging' all about?

You've probably seen the word 'blog' thousands of times and chances are, it's made you curious about having your own. But where do you start? We've got the solutions that suit all budgets. Get off to a great start with a brand new business blog!

What is a blog then?

First things first, your blog is **not** your website. You can have a simple blog that just links to your website or an all singing and dancing one that looks like it's fully integrated. Whichever you choose, think of your blog as an online communication vehicle where you post regular interesting and casual news about you and your business - the sort of stuff that you wouldn't put on your actual website. You can link your blog back to your website, give your feedback on articles and news that you've read and link to them. Your blog can be as much or as little as you want it to be. It's a lively, informal and interesting extension of your brand.



Why should I have one?

- the search engines love a good blog that is regularly updated and WordPress (the system we use) talks to Google regularly and with speed. If you want to increase your website traffic, your blog is a great way of doing this.
- in a short space of time, you can be regarded as an opinion leader and a real expert in your field simply through your blog postings. Blogs are fantastic at generating positive PR for your business where the cost is your time and no more.
- a blog is a simple, low-cost communication tool that enables you to keep your existing clients close to you and it brings those cold prospects within your reach. Business people love reading a good blog and, because it only takes a few minutes of their time here and there, it's a commitment they'll make if your blog is worth reading!
- you don't need loads of time to maintain your blog. You can do it at any time of the day and night when you've got five minutes to spare. Compare that with any other marketing tool and you can see that where blogs are concerned, it's a win-win all the way!

Below are three great options for blogging - ask for our Blogging Factsheet or check our website for more details!

In this issue

- **Blogging?**
we solve the mystery



- **Update your website**
with our easy to use Content Management System (CMS)



- **We're walking in the air**
with The Snowman



- **Meet our designer Cat**
and get a great new logo from £250



- **Red Golf Day 2009**
register your team now



- **Book now!**
dates for our great 'training and entertaining' networking evenings are now available



- **Best of Worthing**
our customers voted us the 'most exceptional customer service' business in Worthing



Option 1

£495

Budget Blogging for Business

Set up of a blog that sits alongside your website (with links in between) using a range of great templates to reflect the style of your website. Includes one hour's telephone training and a **FREE** top tips guide.

Option 2

£995

Bespoke Blogging for Business

Everything in option 1 but with your blog as a seamless part of your website, fully integrated into your navigation bar and designed to look just like your existing website pages.

Option 3

£175

Training with our Blogging guru

An intensive one-to-one two-hour session with our blogging guru. Learn how he got his own business to the very top of Google and how Channel 4 found him through his blog.

Content is King!

But are you feeding your website with enough fresh content to keep your visitors coming back?

When was the last time you updated your website with your latest news and changes to your business or products and services? If you're scratching your head for the answer, it's likely that an update is long overdue. The days when you could get away with a website that never changed are over. The likelihood is that the people are interested in

doing business with you will include your website in their decision-making process. That's great if you've got an up-to-date website, not so good if the last time you looked at it was many months ago.

Updating your website using our superb Content Management System (CMS) is literally as easy as amending a Word document and you don't have to be a techie of any description!

So, what can you do with our Content Management System (CMS)?

- you can add new pages to your website at any time
- you can add as many news items as you want on a specially created news page
- you can add, format or delete the existing text
- you can remove images and add new ones
- you can add keywords to help the search engines find your site

By making regular changes and improvements, you'll improve your search engine position on Google.

Stop Press!

You can now register for our Content Management System (CMS) training courses.

Call NOW on **01903 785568** or email info@lws-uk.com for more details.



Client Focus

All set to sail...

Local business - global impact



Chris Leigh-Jones



Claire Love-Jones

The South East has its fair share of entrepreneurs and in Littlehampton, Chris Leigh-Jones, the Managing Director of Krystallon and Kittiwake Developments is probably one of the most modest and successful entrepreneurs that you could meet.

Chris approached Claire Love-Jones after reading about her in Business First Magazine (Nick Peters, the editor is an LWS client too). It was a case of meeting on the pages of the magazine as Chris had also been featured in a double page spread in the same issue.

Krystallon supply cutting-edge, on-board diesel engine oil combustion exhaust gas emissions reduction solutions to the global marine industry. The Krystallon Seawater Scrubber gives unrivalled reduction in deadly ship emissions - fundamental facts that Chris was keen to communicate in their website.

One fabulous website and blog later, and LWS Creative were over the moon to be commissioned to do the world-wide rebrand and website rebuild for Krystallon's sister company, Kittiwake Developments. It really is a case of watch this space because we will be sharing the progress of this exciting project as we work through it.

Exciting times are ahead and again, this shows the power of local businesses working with other local businesses.



Visit the website and blog at www.krystallon.com

Client Focus

We're walking in the air!

Snowman Spectacular goes into meltdown



Over £40,000 was raised for our client, Chestnut Tree House children's hospice at their recent Snowman Spectacular Ball, held at the Metropole in Brighton, an event we were delighted to attend with our client Sarah Jewell (from SJA International) and her partner John.

Our connection with this amazing charity goes back some way. Our very first clients, Neil Holland Architects designed Chestnut Tree House and both Neil and Hugh Lowson (Chief Executive) attended

our grand opening in Arundel. As part of our ongoing relationship with the charity, we designed and built the dedicated event website for The Snowman Spectacular.

We work with charities, offering our services at a cost price. If you would like to find out more about this, please contact us.



Visit the website at www.thesnowmanspectacular.org.uk - and check out the January edition of Sussex Life magazine

Client Focus

The power of local advertising

Kris Thomas from Sussex Local Magazine plays cupid for LWS and Country Farm Cakes



Kris Thomas

When Lord Leverhulme made the infamous comment that 50% of his advertising budget was wasted, but he didn't know which half, he obviously hadn't come across a fabulous local magazine called Sussex Local. If you're a keen reader of this magazine, then you will, no doubt, have spotted our regular column. The Sussex Local website was also created by LWS. One of these adverts caught the eye



of Sean Tulett of Country Farm Cakes. Sean has a very successful family run business that specialises in making delicious cakes. So taken was he with our advert, that when he rang up, he commissioned us there and then! It has been a wonderful journey so far, and one that has entailed sampling the most delicious and moreish fruitcakes, all made by hand, in small batches with a real X-factor... the fruit in each cake has been steeped in alcohol from a Sussex brewery or a Sussex vineyard... wonderful!

So, tastings aside, how have we been helping Sean to promote

these exquisite cakes to top end establishments such as Fortnum & Mason? Working with our partner company Fresh Egg, we are designing and building an e-commerce website and as we go to print, we are working on the packaging for each cake; it's a design process that involves delicate hand drawn illustrations and high-end copywriting. Thanks Sussex Local - a match made in heaven!



Visit the website at www.sussexlocal.net - and watch out for Sussex Local's new magazine in the Arundel area



Hey good looking!

Meet Cat, our super shining star of a designer - she's throwing down the gauntlet and challenging the tatty logo brigade and she's in no mood to compromise!

"It's 2009, and to mark what is hopefully going to be a good year for all of us, we're declaring an amnesty on tired and tatty logos, dog-eared stationery, boring business cards and all of those home-made website logos that have seen better days. The deal is that if you are unhappy with your corporate identity, whether you are simply looking for a freshen up or a radical overhaul, we promise faithfully to design you an identity that will attract more than just admiring glances! Having a fantastic

image doesn't cost the earth and you've only got to take a look at a few of our recent projects below to see that we're passionate about making local businesses look fantastic and fit for purpose.

Get in touch with me if you are keen to explore what we could do with your corporate identity, whether you simply want beautiful business cards or a radical logo overhaul."

catxx

Here are some of our clients that I took on... and won!



stockwarehouse



EAGLE ROOFING
LIMITED



Option 1

£250

Logo design for your website

This is a low resolution logo that can only be used for your website - when you are ready to have business cards and letterheads printed you can upgrade it. A cost effective way to get started.

Option 2

£300

Brand new logo design/redesign

This is when you want a new or revamped identity for your business. We'll give you three great ideas as a starting point and work with you until you are completely happy.

Option 3

£345

Stationery packs

To print 500 double sided business cards, 1000 single sided compliment slips, 1000 single sided letterheads. We only use the best quality printers and paper. Come and visit us to have a look at some samples.

Get trained AND be entertained

You get the best of both worlds

Off the back of the success of the LWS Launch parties comes a great new way to learn in 2009. Really useful training with loads of top tips on hot topics that include blogging and search engine optimisation, with delicious food and drinks and a spot of networking with your peers! What could be better? If you are interested in booking a place at any one of these monthly events, please contact us sooner rather than later because if past experience is anything to go by, places are taken very quickly.

Typical event timings

5.30 Network

Come and meet other LWS clients and partners over a glass of champagne. And swap a few business cards of course!

6.00 Training

One hour interactive training session on our chosen subjects. Lighten the mood with a glass of fine wine, beer or soft drink.

7.00 Entertaining

A 30 minute demonstration or interactive session with one of our partner companies or clients as opposite.

7.30 Relax, Eat, Drink with RedAnywhere

Enjoy fine wine, beer or soft drinks and 5 canapes from Masterchef Dan Clarke and the team from RedAnywhere.

with trusted partner



events DIARY

May

How Blogging can improve your business + Cookery Demo from Masterchef Dan Clarke

June

How to use your Content Management System (CMS) + Wine Tasting with the Sussex Victuallers

July

Gaining Search Engine Success + Cake Tasting with Country Farm Cakes

August

The Power of Great Branding + Photography demonstrations

Visit our website for more details

Only 20 places per session £40 (+VAT)
Register your booking at events@lws-uk.com

10 terrific ways to improve your website

without breaking the bank...

If your website is in need of a minor (or even a major) overhaul, then making some positive changes will make a big difference to how your visitors rate it.

Take a look at this list, tick the improvements and changes you are interested in finding out more about and then get in touch with us so we can discuss.



7

From
£200

Collect visitors data

Why wave goodbye to visitors when you can invite them to leave their details behind so you can keep in touch with positive messages about your business? A few small changes to your website will enable you to gather e-mail addresses so you can begin permission-based e-mailing campaigns.



1

From
£200

Improving or rewriting your copy

If you have written the original copy on your website, it may well be time for one of our experienced web copywriters to make some subtle or dramatic changes to it. Never underestimate the pulling power of words!



4

From
£50
per page

Adding new pages



If your website has failed to keep up with your business as you've grown and changed, adding new pages is a long overdue task!



8

From
£495

Blog it!



As you've probably gathered, we're mad about blogging and you should be too! Again, read our blogging feature in this newsletter and get in touch with us. If you're not blogging, you're missing out on a great business opportunity - one that costs you virtually nothing but your time, once your blog is all set up.



2

From
£25
per month

Upgrading your Content Management System (CMS)

If your CMS system is more than six months old, you can upgrade to our advanced CMS system that enables you to add new pages to your website plus many other benefits. Have a look at the article on the front page of this newsletter or see our website for more details.



5

From
£200

Hold that front page!

A news page can improve your search engine ranking and it's a fantastic way of telling your website visitors all the great things that have been happening in your business. Keep it up-to-date with regular news and you'll encourage visitors to come back for more.



9

From
£250

Sell one product/book an event online

If you would like to sell one product on your website, then you don't need to go down the road of a full-blown e-commerce website. If you set up your PayPal account and tell us the price you would like to sell your product at, we will do the rest so that people can buy your product on your existing website.



3

From
£200

Get in the frame!

What are the images like on your website and who took them? If they're looking old and frayed around the edges, whether they're of you, your products, your premises or a mixture of everything, then our professional photographer can work wonders in just a few hours.



6

Only
£100
per movie

Fade in fade out Flash animation

Give your website a lift with some classy fade in, fade out animation. This is a great way to display images on your site. Each movie can contain up to 5 images - choose one movie across your whole site or opt for a different one on each page.



10

From
£1500

Sell many products online

Talk to us about our full e-commerce options. Julian and Claire's experience includes over 30 years with the nations biggest retailers - in store and online - who better to help you with your online store.



Stop Press

Don't forget!

We've moved.

We are now at our great new offices in Arundel. Come in and see us soon!



62 Maltravers Street, Arundel,
West Sussex, BN18 9BG
01903 785568 info@lws-uk.com

Red Anywhere Golf Day 2009!

Another great year for this event!

See the great new website and register your interest now at www.redgolfdays.co.uk. Be warned though - LWS are the reigning champs and we won't be letting our title go easily! Supporting Worthing Churches Homeless Projects and the Sussex Autistic Society.



Above and beyond expectation!

Don't take it from us!

The public have voted and LWS have just been awarded 'most exceptional customer service' business award by The Best Of Worthing.

