

# THE LINK

A Newsletter from People To My Site

OCTOBER 2009

## SILVER BELLS & WHISTLES HOLIDAY SPECIAL

If you're like almost every retail organization in the U.S., you're hoping the holidays will be the busiest you've been all year. Well, PTMS is here to help you boost your holiday sales - with our [Silver Bells & Whistles](#) programs. We provide you with a promotional website, SEO, SEM, and email blast - for one very low cost. Take a [look](#) and see if it's right for you.



## INTERNET MARKETING TIP OF THE WEEK

Don't rely on your web developer to cover your SEO. We hear a lot of our clients say, "my developer is handling our SEO." But relying on your web developer for your full SEO plan may not be your best option. Think of it this way, if you intentionally hired this person/business for web development, they must be good at it, right? You should expect that they spend lots of time working at it and learning the newest trends. Well, SEO is the same way. SEO is constantly evolving, and a good SEO firm will have experts that consistently stay on top of the latest applications and techniques. If your developer is spending their time on actual development, they don't have time to keep up on SEO. That's not saying that they won't be able to start your site off with a solid SEO foundation, but SEO is a process. You need to be sure your SEO team has staff that is solely focused on SEO, constantly monitoring your rankings and working to improve them.

To read more, [click here](#)

## WHAT OUR PEOPLE ARE DOING



Everyone will want to make sure to congratulate our Chief Producer and all around Weisenheimer, Jim Hern, the next time you see him. Jim was selected to design two of the first 25 guitars for the Cleveland Rocks! public arts project. His two guitars will be exhibited in the Rock and Roll Hall of Fame during the



Jake Stoops' Blog  
SEO Strategist



Karin Oliver-Kreft's Blog  
Director of Marketing



Ben Clarke's Blog  
Director of Technology and  
Product Development



Jim Hern's Blog  
Creative Director, Video



month of October.

For those of you who don't know Jim, he's officially our Video Producer but also our unofficial idea guy. He's always thinking of new ways to get our clients noticed through the noise of their competitors. Jim writes, shoots and edits our spots for broadcast and web. He's also the voice of many radio and TV spots you'll hear around Columbus. Jim just can't help being creative. Outside of work, he paints larger-than-life murals for community centers, sports teams, and personal clients as well. Jim is an avid guitar collector (owns 102!), and loves rock and roll.

Congratulations, Jim. You rock!

## RECENTLY COMPLETED WORK

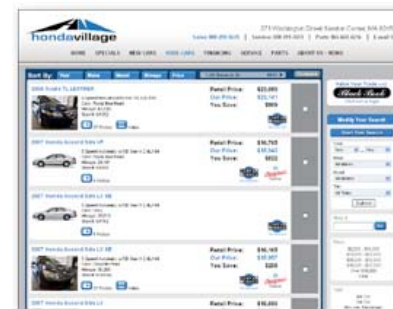


The work we complete for our clients is what keeps us all going. Here's some of the most recent work we've completed. Check out our client's work - and support their businesses if you can!



## SPOTLIGHT!

PTMS recently completed some site improvements for hondavillage.com. We're really proud of the work we've done here. As part of their ongoing monthly maintenance, we have completely revamped the inventory pages to provide improved usability for visitors and to help generate more leads for Honda Village. All inventory searches now include a simple sort in a tabbed navigation that will make it easier for shoppers to find the right car to match their needs. Visitors can also modify their searches simply and easily, and even compare up to four vehicles side-by-side. Vehicle details pages include a lead capture form right on the page to improve sales leads. Specifications have been reorganized to be easier for the shopper to absorb. Photos of the vehicle can be accessed in a



slideshow format, so that you can get a better view of the images available. Plus, we added on-site video capabilities. The overall result is a clean, easy-to-use site that functions better for the visitor - and generates more leads for our client!

## PTMS OUT AND ABOUT

- You might have seen our sponsorship of the Columbus Business First Social Media Summer Camp during July and early August. PTMS was proud to partner with Columbus Business First to put on this great event. Our articles on social media topics have also been printed in the publication.
- PTMS was named to Business First's Fast Fifty for the second year in a row. We'll find out our ranking on October 15th.
- We sponsored and presented at the Kain Automotive Bootcamp in Atlanta on August 13th and 14th.

## DID YOU KNOW?

People To My Site is now offering Social Media training. Social Media is the #1 growth area in online marketing. Twitter had 1,928% growth in the US from June 2008 - June 2009, and Facebook is the top social networking site with 87.3 million unique visitors in June 2009 (Source: Mashable).

Check out our [training programs](#)

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STRATEGIC. CREATIVE. RESULTS.

The logo for People To My Site features a series of red dots of varying sizes arranged in a slight upward curve above the text "People To My Site".

This email was sent to [monica.leck@peopletomysite.com](mailto:monica.leck@peopletomysite.com). To ensure that you continue receiving our emails, please add us to your address book or safe list.

[manage](#) your preferences | [opt out](#) using TrueRemove®.

Got this as a forward? [Sign up](#) to receive our future emails.

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powered by  
emma The logo for Emma, a marketing automation platform, features the word "emma" in a lowercase, sans-serif font next to a stylized icon of a person's head and shoulders.