



eREMINDER from eAirCommunications



Got Updates?

ePartners



aitp Association of
Information Technology
Professionals

THE WORD IS OUT!

Referring a friend to eAir or eData is working! The value of their service is of equal or greater value you receive one free month of your current service!

Promo Code: **FRIEND**

Offer Expires: July 31, 2009

Dear EH,

Just a reminder to send in updates for your website!

Not sure if your current hosting plan **INCLUDES FREE** monthly updates and SEO? Call or email our office to confirm.

Read on to find out how eAir is committed to helping **YOU** stay in the **BLUE**...because at eAir...blue is the new green.

WHAT: Search Engine Optimization

SEO, a large part of many websites today, is intended to **INCREASE** a website's visibility in the Search Engines with the ultimate goal of improving the volume and quality of traffic to a website through organic results.

SEO is not always about being **NUMBER 1** for targeted keywords and phrases, it is about **CREATING GOALS** -- usually more visitors to the website or increased sales.

SEO For Small Businesses

It seems like times are always tough for small businesses, but no time is worse than during a recession. During a recession, many businesses try to cut back on as much as possible, but when does cutting back start to hurt the company? One of the places this question is most often applied is to the question of SEO. Should a small business pay for SEO when money is tight?

[Read the Full Article](#)

You've Got 'em Where You Want 'em...Now What?

Getting visitors to your website is effective with SEO...but once there, will the visitor be pleased with what they see? Take a look at your website through new eyes.

- **Is it *current*?**
- **Is it *interesting*?**
- **Is it *useful*?**

How long has it been since it was refreshed, redesigned, retooled?

Once a visitor links to your website it needs to **keep them interested** and **keep them there**. If the website does not serve the intended purpose, call eAir. We will review your goals and options with you and work out a plan to meet those goals and timeframes.

WHY: A Few SEO Statistics

- **90%** ... of search engine users click on a link within the first 3 pages of results
- **77%** ... of search engine users will choose organic listings over sponsored links
- **100%** ... of search engine users are vying to be **NUMBER 1!**

WHERE: Changes That Count

The following items truly help increase SEO:

- **Server** ... the **performance** of the server on which your website is hosted
- **Photos** ... Pictures and/or Graphics swapouts
- **Text** ... Content updates
- **Blogs** ... are often indexed **higher** than a website itself!
- **Keywords** ... descriptive words that identify a website and/or its content
- **Links** ... interlinking between valid websites

DOMAINS

Buy your next domain through eAir's website and receive:

- Free Domain Protection
- Free Managed DNS services
- Free Auto Renew
- Bulk registration and management capabilities
- Automated renewal notices

[Click here to buy a domain today!](#)

[Join Our Mailing List!](#)

Thanks for spending time with us today!

Sincerely,

A handwritten signature in black ink that reads "Eric Klein". The signature is fluid and cursive, with the first name "Eric" and last name "Klein" clearly distinguishable.

Eric Klein, CEO

770-755-5188

Eric@eAir1.com

Eric@eDataCtr.com

