

mww

**web tips
and tricks**

customer directory

December 2015
Montague WebWorks

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**web tips
and tricks**

customer directory



December 2015 • Montague WebWorks

WELCOME TO THE BOOK

Welcome to the second annual Montague WebWorks “Website Tips and Tricks, and Customer Directory.”

This book is meant to serve two purposes. First, it is a field guide to help increase your knowledge of how websites work, and improve your success with effective techniques to market your business.

I've found that many of our customers just don't understand how the Internet works, and how their website fits into the big picture. To have a successful website, you don't necessarily need to know all the technical details, but it is definitely beneficial to understand the inner workings at least a little, and how it all ties together.

And beyond that many of our customers don't know how to market their website online. So, this year's book has a series of new articles on how to use Facebook, Twitter, Pinterest, and other social media sites to promote your business' website. For the most part these services are free, and don't take much time to use. There are tricks to it, of course, which you can read more about inside.

Second, this is a directory of our customers, almost all of whom are small businesses located in the Pioneer Valley.

800 copies of this book will be distributed to current customers, 400 Franklin County Chamber Holiday Breakfast guests, new customers, and our many associates. It is our hope that all will use this book to not only improve their business website, but also use it as their go-to local business guide when looking for services or products.

Tips and Tricks & Customer Directory

Published by Montague WebWorks
Copyright © 2015 by Michael Muller

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Lynne Rudié, Graphic Design, Turners Falls

About the type: Directory listings and articles in this book are set in Mrs. Eaves, a typeface named after Sarah Eaves, John Baskerville's live-in housekeeper who, after the death of her first husband, eventually became his wife. Like the widows of Caslon and Bodoni, and the daughters of Fournier, Sarah similarly completed the printing of the unfinished volumes that John Baskerville left upon his death.



Special thanks to Lynne for her superior skills and coffee.

Just like projects we have worked on in the past,
this book could not have been done without her.

Special thanks also to my love, Donna, who provided
much support when so much doubt abounded.

Thanks also to Brian, Patrick, Linda and Erik
for sharing some of their technical expertise, and
Hale Custom Signs for the hi-rez customer logos.

This book is dedicated to all my customers,
past, present and future.

May it serve you well.

And that answers the question, why a printed book from a web-based company? I believe in providing as much value-add as possible to all my customers. There are many options for website hosting out there, but none of those hosting companies will work as hard to promote your business as a matter of course. We always refer our customers when someone we know is looking for a service, and this book is just another way to do that.

Over the past year we have worked with many new customers, all of whom received a copy of last year's book. They report that they found it helpful, and some existing clients have gained new clients of their own because of their presence in here. That's a success story, right there. It's working!

What else is new? In 2015, we gained two new associates here at MWW: Erik Jonsberg, and Pam Kinsmith. Erik is a front-end designer and Bootstrap guru, who has been instrumental in helping transition our RocketFusion platform to use this responsive framework. Pam has brought professional marketing and design skills, and has helped many of our customers find their voice with content rewrites.

Business is growing at Montague WebWorks, and as we grow, we will continue to do our very best to provide superior service in the creation and hosting of your business website. We will also continue to cross-promote your business through the leverage of our growing network of customers and involvement in the community at large. We're all in this together, after all.

—Mik Muller, owner
 Montague WebWorks
 413/320-5336



Photo: Greg Garrison, Montague, MA

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WHAT IS THE INTERNET, REALLY?

Everyone thinks they know what the Internet is, but do they really? Here's a simplified overview: the Internet is a network of computers connected to each other via fiberoptic cables, each sending and receiving streams of data broken down into small "packets," which are created and used by programs on those computers and yours.

When you use the Internet you are a "client" making requests to one or more of these servers, each using special software to interpret your requests and then send data back over the network using protocols specific to the application you are using.

One of the most used Internet applications is the web, of course, which uses the Hyper Text Transport Protocol (HTTP) to deliver the requested files from the server to your browser (the client). Email uses the Simple Message Transport Protocol (SMTP). There are literally hundreds of transport protocols.

In addition, "webservices" make server-to-server connections acting out their programming automatically, using custom APIs (Application Programming Interface). So, for instance, when you order something from Amazon, they issue orders to suppliers through an API, and book pick-up with delivery businesses such as USPS using another API, all behind the scenes.

Every day the Internet gets bigger and more complex as more servers come online, sometimes creating new transport protocols to deliver their information.

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SEO: SEARCH ENGINE OPTIMIZATION

If you have a website, you have probably heard this term. SEO is a method of writing and organizing (Optimizing) your website content to make it easier for Search Engines (such as Google, Bing, etc.) to find your site when people are searching. The more the search engine can match text on your site to what people are searching for, the better your placement in the search results.

Techniques include proper titling of your pages, and beefing up your text content to include important keywords and phrases that people are likely to use when searching for something. Even your choice of domain name is important.

Here's a good way to get started: think about your own behavior when searching the web for goods and services; make sure the short-list of terms you believe people will use to find YOU are present on your home page. We tell every client that their home page should be like a heart-attack breakfast sandwich of key terms that fully explain what they do and where they do it. Keywords coupled with location, this is how people search the web.

Also consider "inbound links." Get as many websites as possible to link to you, either by making requests of industry-related sites, professionals in your network, or friends. You can also create your own on social media, or purchase online advertisements. The more in-bound links your website has, the more important it will appear to search engines, especially if the links come from large / reputable websites. This may be a lot of work, but it has a high return of investment.

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MORE ON SEO:

Importance of Site Titles and Page Titles

SEO is a method and approach to how you organize your website text and other aspects of your site, such as the titles of your pages, the navigation links, and even your domain name.

On a web page, page titles are hidden in meta Hyper Text Markup Language (HTML) tags that define the title of a web page and summarize its contents.

Where Your Titles Appear

Search engines use title tags not only for the keywords found there, but also to display your title in their search results. It is the first line of each result, and is where the search engine places the link for people to click on.

People using a search engine receive a list of results and read the page titles to help determine which site to choose. If your page title isn't enticing, they may not click the link.

When you share your site on a social or community website, the bold, highlighted title in the bookmark is taken from the title tag on your website, and again is what people click on.

In a web browser, your page title appears in the tabs along the top, as well as in the blue "titlebar" at the very top of the browser window.

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Setting Your Site Title

If you are using a Content Management System, each page's title is automatically set for you by combining your main website title with the individual page's title.

You can use the software's interface to modify the site title to your company name, your location, and maybe a short statement about what you do. In RocketFusion you would go to Admin > Site Settings > Titlebar.

Although there is no real limit to how long you can make your website title, you should keep the most relevant part down to 60 or 70 characters. This way the most important content is visible in search results as well as the browser window.

Setting Your Page Title

Typically the page title is added in front of the site title when you're not on your home page. In RocketFusion you can set the page title when editing the page. If you don't specify a page title, the navigation title will be used instead. Typically the nav title is shorter to not take up too much room. Page titles should be longer.

If you want to have different text in your titlebar than what appears at the top of your page content you can click Advanced Info and set Show Page Title to No. You will then have to manually add a title to the top of your page content, but you will now be free to set your titlebar page title to whatever you want. Put in some good keywords.

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Page Title Optimization

The title tag of your website's home page should have your business name at the beginning followed by a few select keywords that describe the main aspect of what you do. Use a pipe | or hyphen – to separate your business name from the keywords, and capitalize!

- AJ Cycles – Gill MA – BMW Motoguzzi
- Arctic Co., Heating Cooling Refrigeration Greenfield MA
- Barts Homemade | Super Premium Ice Cream

If your business is more local than national, include your town or region in the website title. Minimize the number of commas so the search engines don't think your title tag is stuffed with keywords.

If you are in a highly competitive market, consider using synonyms or keywords that have lower competition rates. Search engines can easily identify associations and return them in search results, depending on other SEO factors on your page.

Use unique titles for every page, and make sure they're relevant to the content of that page. You don't need to include your business name in page titles, as your website title will include it, and thus will already be in the titlebar along with your page title.

Don't use special characters such as punctuation marks in titles unless absolutely necessary, and check your spelling. Nothing is worse than a page title that is misspelled!

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EVEN MORE ON SEO: Page Content Optimization

Having your pages get noticed is all about telling the story of what you do, and being as descriptive as possible. There are companies dedicated to this task as their only business and may charge upwards of \$3000 for the service.

The key to SEO is to understand that you're writing for two audiences: the people who read your pages and the search engine that indexes the text on your pages. Thus, you should write your content in such a fashion as to have as many key phrases as possible (this is what people are typing into the search engines) while also writing naturally so the content doesn't seem too keyword-centric, or contrived. This is where the real skill comes into play.

Your home page is the most important page on your website. It should have at least three paragraphs of text on it, and should contain (a) what you do in general detail, and (b) where you do it.

The first sentence should include your company name, bolded, with the main point of you business' function. The rest of that paragraph should contain more examples of what you do. The rest of the page should fill in that list, and include town names and your region.

The best thing you can do is go to other websites and look at what is on their homepage. After one minute of reading, do you understand what that company does and where they do it? If not, what did they do wrong? What should they have done? This is your homework.

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GOOGLE: GETTING INDEXED

One of the hardest things to do when you first create a website is getting it to show up in Google's indexes so people can find you when using a search engine.

To get your website started, there are two places you can go. One is a linking directory called www.DMOZ.org. Many search engines use this as the basis for their indexes. Go to the site, find the best geographical location and category for your website, click the Add Site button at the top and follow their directions. It may take up to three or more weeks to get listed here, so have patience.

The other place is run by Google. They require that you have a Gmail account to submit a URL, also required to set up a Google Analytics account and a Business Page, both of which will ensure your place in their indexes.

www.Google.com/webmasters/tools/submit-url

Submitting here could also take several weeks before you appear in their indexes, but it's a start. While you wait, you should be working on your SEO (Search Engine Optimization) by writing your content properly, and establishing as many in-bound links as you can. See the next article for more details.

And don't forget to claim your Google+ Business page (see article) if you haven't already. This is critical, especially if the page already exists and has incorrect information.

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GOOGLE ANALYTICS: WHAT IS IT?

Google Analytics (GA) is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources. It is the most widely used website statistics service. Basic service is free.

There are four main components to the Google Analytics system:

Collection: You use GA to collect user interaction on your website. One package of information is referred to as a "hit." A hit is sent every time a user views a page that includes the GA code.

Processing: Once the hits from a user have been collected on Google's servers, the next step is data processing. This is the transformation step that turns your raw data to something useful based on parameters you assign during configuration.

Your Configuration: GA applies your configuration settings to the raw data. Once your data is processed, it is stored in their database.

Reporting: Go to www.Google.com/Analytics to access your data. Information available includes what pages are most popular on your website; how long people stayed; where they found out about it (ie; in-bound links); what keywords are used in search engines; and what country and city your visitors come from. Charts are presented in a variety of formats and you can set start and end dates as well. This information allows you to see what is working well on your site, and what may need updating.

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GOOGLE ANALYTICS: SETTING IT UP

Setting up a Google Analytics account is easy and it's free. Creating a Google Analytics (GA) account requires that you have a Gmail email account, which is also free. Just go to their website: www.Google.com/Analytics

If you don't already have a Gmail account you will be prompted to create one now. If you already have a Gmail account, sign in (unless it's your personal email, in which case you should set up a new one). You will then be prompted to create the GA account. Make sure to select Website, not Mobile App. Use your business name as your account name.

Once you have completed the set up, you will be given an account number, which looks like this: UA-12345678-1

Depending on the website software you use, you may have to download and install a plug-in. For more information refer to the online knowledge base of the software provider.

If you are a RocketFusion customer, you can now simply copy that account number and go to Admin > Site Settings > Google and paste it into the field labeled `text_Google_Analytics_account`. This will enable the GA tracking code on your website.

If you have a static website you will have to embed the code into the headers of every page on your site.

CHESTERFIELD MA FIRE DEPARTMENT

5 North Road, Chesterfield, MA 01012
ChesterfieldMAFire.com
(413) 296-4049

The Chesterfield MA Department uses the most up to date and state of the art equipment and methods available.

CITIZENSHIP NEWS

8 Fairfield Street, Amherst, MA 01002
CitizenshipNews.us
(413) 549-0601

Where citizenship educators and advocates can find information, and resources for the U.S. citizenship test and naturalization process.

CLAYTON D. DAVENPORT TRUCKING, INC. |

CONSTRUCTION, CRANE SERVICE AND TRUCKING
130 Colrain Street, Greenfield, MA 01301
CDDavenport.com • (413) 774-2080

Commercial & Residential Excavation & Site work. Bridge Construction & Rehabilitation, Land Development, Title 5 Septic Systems.

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16 Butternut Street, Greenfield, MA 01301
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Urethane films for the strongest and clearest smart phone screen protectors, and the most drop & impact absorption protection!

GOOGLE ANALYTICS: USING IT

Once your Google Analytics (GA) account is set up it will take a few days to generate information. To access the account, simply go to www.Google.com/Analytics and log in. You will see the main dashboard, where your website(s) are listed.

Choose the website you'd like to view and you'll see a line chart that shows the previous month's worth of traffic with some numeric stats below. You can click on the date to set the start and end period of the report. On the left side you'll see many reports to choose from. Here are the most important ones:

Audience / Geo / Location is interesting because it gives you the location where people are when they view your website. Click on the United States and see all the states' statistics. Click on a state to see a bubble map of cities and towns. This is helpful info if you're thinking about doing localized advertising.

Acquisition / Keywords / Organic shows you what keywords people used in a search engine that placed your site on the results page, which people then clicked to get to your website. Set "Show rows" at the bottom of the page to 100 or 250 to see a more complete list.

In this chart "session" comprises the entirety of a person's interaction with your website. "New" indicates how many of the visitors are thought to be new (not returns). "Bounce rate" means they viewed one page and then left. If you use Facebook, also check out the Acquisition / Social / Overview report.

CLIFF'S SMOKIN' BACKYARD BBQ

117 Ashfield Road, Buckland, MA 01338

CliffsSmokinBackyardBBQ.com

(413) 834-1196

*Southern Wood Smoked Barbeque in Greenfield, Amherst,
Northampton, Shelburne Falls, throughout Franklin County*

COLD RIVER PACKAGE, CHARLEMONT

Route 2, Charlemont, MA 01339

ColdRiverPackage.com

(413) 339-5709

*Cold River Package Store on Route 2, downtown Charlemont, MA, on
the Mohawk Trail. Purveyors of the finest liquor, beer and wine.*

COMMUNITY HOUSE, VERMONT

10 Oak Street, Brattleboro, VT 05302

CommunityHouseVT.org

(802) 258-4438

*Short-term residential assessment for ages 6-13; General/Special
School for K-8; Summer Day Camp Program for ages 5-13.*

CONFLICT RESOLUTION WITH YOUNG CHILDREN: BETSY

EVANS, EDUCATIONAL CONSULTANT

54 Wood Avenue, Gill, MA 01354

KidsAndConflict.com • (413) 863-2464

*An effective six-step mediation process that adults can use to support
young children at tense and emotional times.*



*Specializing in on-site cooking with low and
slow old-time wood smokin', which has that
true southern barbeque flavor.*

We bring our **Barbeque** in and around
All of New England.

And for you **catering** folks, its not just
about the Barbeque...

we also do all kinds of **traditional fare**.

It's all up to **Your Imagination**.



Cliff's Smokin' Backyard BBQ & Catering

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413/834-1196, 413/772-9585

CliffsSmokinBackyardBBQ.com

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15 River Road, Leyden, MA 01337
CosmicWimpout.com
(413) 624-3902

The Game of Cubes That's Pure Fun! Specialty dice game with lots of twists and surprises, and a history back to ancient times.

COUNTRY CLUB OF GREENFIELD

244 Country Club Road, Greenfield, MA 01301
GreenfieldCountryClub.com
(413) 772-0970

A prestigious semi-private 18-hole course featuring 6,337 yards of golf from the longest tees for a par of 72.

COX AND POWERS, PA, ATTORNEYS AT LAW

Main Street, Greenfield, MA 01301
CoxAndPowers.com
(413) 773-5007

Dedicated to preserving client rights with dignity and respect, focused on helping clients copewith difficult and stressful legal matters.

CUSHMAN MARKET CAFE AND GENERAL STORE

491 Pine Street, Amherst, MA 01002
CushmanMarket.com
(413) 549-0100

Providing a comfortable and friendly place with a green ceiling for neighbors, kids and visitors to enjoy!

GOOGLE BUSINESS: WHAT IS IT?

Google My Business (previously Google Pages) is the main business directory used by Google for its search engine and maps. This is an important part of having good “SEO Juice” in Google and on the web in general. If you’re not sure you’re in there, stop everything.

Your first test is to go to Google and type in your business name, not the website domain, but your actual business name. Your information should show up at the top of the list with a marker flag next to your address, several important pages from your website highlighted, and a map box on the right showing your location, directions, contact info, hours, etc. If you don’t see the map or the marker, go to www.Google.com/Business to get started.

Below the map box you should see a small link labeled “Are you the business owner?” Clicking that will bring you to a login page similar to Gmail and Google Analytics. From here you’ll be able to edit your business info, including adding the keywords.

Of all the information you enter for your business, the keywords, called “Categories,” are the most important, and the most frustrating. Google has a rigid set to choose from, and you can only choose five. If your business doesn’t fall into one of their categories, choose whatever works best since you cannot add custom categories.

The second most important information you can provide is your address. This starts the process of getting you on Google Maps, which is critical if you’re a store-front business that relies on customers getting directions.

DAN PIASECKI WEDDING PHOTOGRAPHY

2 Griffin Place, Salem, MA 01971

DanPphoto.com

(219) 771-1660

*Wedding photography stemming from a romantic perspective on life.
Proud to share and preserve your most important moments.*

DARKSTONE, LLC | TRADITIONAL STONEMWORK

P.O. Box 9, Deerfield, MA 01342

DarkStoneNewEngland.com

(603) 365-7082

*Darkstone LLC transforms outdoor environments through the artistry of
traditional stonework.*

DAVIS BATES, STORYTELLER

PO Box 210, Shelburne Falls, MA 01370

DavisBates.com

(413) 625-0202

*Performing family, Native American, international and regional stories
& songs speaking of empowerment, history, spirit and the environment.*

DEBORAH SAVAGE

9 Dry Hill Road, Montague, MA 01351

DeborahSavage.net

(413) 367-0134

*Award-winning novelist, illustrator and teacher. 30+ years as a writer,
visual artist, creative writing teacher, workshop facilitator and speaker.*

GOOGLE MAPS: GET ON IT AND USE IT

The flip side of Google Business is Google Maps. This is where your address literally hits the road. Couple this with the keywords entered in the Business record and you have a powerful method for getting people into your establishment.

Once you're in Google's Business database and you've entered in your street address, they'll want to verify the info before your record appears in searches. The two methods they use for confirming your info are: calling your phone and giving you a six digit code that you enter into your account, and/or sending a postcard to the address you provided with that six-digit code. Yes. A postcard.

Be aware, Google compares your address to other databases of business addresses, which means you can't enter someone else's address as yours. It may verify for a couple of weeks, but eventually it will be removed. If you work out of your house, this may be an issue. Keep that in mind when deciding whether or not you want to appear on Google's map.

Once your entry is verified you will find yourself on the map. If you like, you can copy the URL (web address) of the map and add it to your website on a link labeled "directions," or you can embed the map on a page. Click the gear icon on the bottom right of the map to access the options for linking or embedding your map.

Getting in the Google Business and Maps directory is important. If you need help, give us a call. We'll walk you through it.

DEERFIELD CAR & SHUTTLE

78 Hillside Road, South Deerfield, MA 01373
DeerfieldCarAndShuttle.com
(413) 665-4369

Airport livery services for consumer and commercial clients. Hourly rental of vehicles for extended day trips and out of town appointments.

DENISON LOGGING AND LUMBER

140 West Leyden Road, Colrain, MA 01340
DenisonLoggingAndLumber.com
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Custom sawing, commercial lumber and packaging, framing lumber, post & beam, blocking, pointed grade stakes, emergency tree services.

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134 Gill Road, Bernardston, MA 01351
BachelderSquareDances.com
(413) 648-3003

Calling Modern Western Square Dances, Fun nights, Corporate events. New England, New York, Canada including Ottawa and Montreal.

EASTHAMPTON MUSIC CONSERVATORY

12 Greenwood Court, Easthampton, MA 01027
WesternMAMusic.com
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Offers private and group lessons for all ages and abilities. Our teachers focus on collaborative efforts for excellence in musicianship at all levels.

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Ashfield, Buckland, Chester, Chesterfield, Conway, Cummington, Deerfield, Goshen, Huntington, Leverett, Middlefield, Montague, Plainfield, Shelburne, Shutesbury, Sunderland, Whately, Williamsburg, Worthington

ELFTUNES PUBLISHING - SILAS BARNABY - NOVELTY CHRISTMAS MUSIC

111 N. Broadway, apt B, Irvington, NY 10533
ElfTunes.com • (917) 803-2391

Presenting Silas Barnaby—a holiday duo with serious issues—listen to Christmas Stew, the Angels & Whisky, the Christmas Love Song.

EMERSON FAMILY CHRISTMAS TREE FARM

878 Bernardston Road, Greenfield, MA 01301
EmersonTreeFarm.com
(413) 773-5245

Family-owned tree farm. Open seasonally from Nov. 11th through Christmas Eve. 9 a.m. to 6 p.m., 7 days a week.

EMPHASIS CONSULTING GROUP, LLC

71 Lockes Village Rd, Wendell, MA 01379
EmphasisConsultingGroup.com
(978) 544-2688

Strategic consulting services to non-profit, municipal, business, and political clients. Create, develop, communicate, and accomplish.

MARKETING IS A CONCEPT: Your On-going Task

Marketing is a concept. As such, it's never final. Marketing is an ongoing task of message development, communications, connections and ideas.

Marketing is also, unfortunately, one of the most misunderstood and ignored parts of a small business. Making time to market your business, service or idea can seem daunting, even expensive. Take it from me – someone who has made his living helping people get noticed: marketing isn't that scary, or expensive. It just requires a bit of common sense and dedication. Here are three tried and true methodologies for a simple yet effective marketing campaign:

First: Have Something Valid to Say

Much of what we hear about marketing / advertising today focused on the “hook” or the “sell.” As a small local business, distinguish yourself by telling the authentic story of yourself and what you do. Customers prefer to connect with local businesses and talk to real people. Connectivity equals money in the bank.

Second: Take the Time for Social Media

I know... you hate it. Or you just don't understand it. But it's the way businesses across the street and across the globe are building their brand. Don't just do it. Do it right. Get help from a professional, learn the technology, and invest an hour a week to connect to your customers.

ENCHANTED CREATIONS BY MELANIE

21 New Plain Rd, Northfield, MA 01360

EnchantedCreationsByMelanie.com

(413) 768-8874

Enchanted Creations by Melanie handmade, custom princess, fairy, wedding, flower girl, birthday tutu dresses, halos, fairy wings

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ENSO BISTRO

1035 South Street, Pittsfield, MA 01201

EnsoBistro.com

(413) 499-7900

*Enso Bistro - The Berkshire's Premeire Asian Dining Experience.
Sunday-Thursday, 1/2 Price Sushi Menu.*

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FAMILY SHOPPER GIFT BOOKS

West Swanzey, NH

FamilyShopperGiftBook.com

(800) 395-5174

Coupons worth over \$2000 from 111 businesses in the Greenfield or 104 businesses in the Keene. Books are \$44.95, cash on delivery.

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FAST CONTRACTOR WEBSITES - QUICK, CHEAP, WORK.

20 River Street, Greenfield, MA 01301

FastContractorSites.com

(413) 320-5336

When people look for contractors on Google, you need to be found. And when people find you on Google, that means jobs.

MARKETING IS A CONCEPT: Your Website is a Reflection on Your Business

Third: Have a Good Website

In days past customers would go to the Yellow Pages, the local newspapers, and the area chamber. Today, it's all about the web.

If you don't have a website you are missing out on a large pool of potential customers. If you do have a site and it's outdated, unattractive, or doesn't work, you come off as unprofessional.

The Internet is responsible for 70% of small business leads. How potential customers search, and what they find when they get there is mission critical. Heed my advice: don't skip out on your web presence. It should look good and convey your story.

Make sure any marketing you've done is backed up with content on your website. Logos, advertising slogans, even color schemes should match up and support each other. Specials that you advertise must be present in an obvious place and remain up to date.

There are multiple ways to attack even the most straightforward challenge in life. The same goes for marketing. I have helped hundreds of small and mid-sized businesses understand there are multiple paths in the wood to follow along the marketing trail. Remember to pay attention, have something real to say, and share your story in an authentic way. Good luck!

—Patrick Davis, PatrickDavisKnows.com

FIRE CHIEFS ASSOCIATION OF MASSACHUSETTS

P.O. Box 97, North Andover, MA 01845
FCAM.org
(978) 682-2272

*Training, Developing and Educating Fire Service Professionals for the
Next Generation of Fire Chiefs in Massachusetts.*

FIREWOOD PROCESSOR-WOODBINE FIREWOOD PROCESSORS — CRD METALWORKS

17 Hyde Hill Road, Williamsburg, MA 01096
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*Firewood Processor-Woodbine and Rapido Loco from CRD
Metalworks. S 5+ cords of split cordwood/hr. with ease of maintenance.*

FLOWERTOGRAPHY, FRAMED FLOWER PHOTOS

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(no phone)

*Framed photos of spring flowers & cacti, by Ivy Soung Bouquet, a skilled
teen in her first business. Perfect for offices and homes. Sizes to 3 feet!*

FRANKLIN COMMUNITY CO-OP

144 Main Street, Greenfield, MA 01301
FranklinCommunity.coop
(413) 773-9567

*We offer fresh organic produce, bulk foods, organic meats and cheeses,
wellness items, natural groceries, and regional specialties.*



Notices and Announcements for the Fire Chief of Massachusetts

FCAM.org

*The purpose of the Fire Chiefs Association
of Massachusetts is to further
the professional advancement of
the fire service; to serve as the recognized
Fire Chiefs organization for the exchange
of ideas, knowledge and experience in the
area affecting fire prevention, fire extinguishment,
and the safety of life and property from fire;
and to promote efficient fire administration.*

FRANKLIN COUNTY BAR ASSOCIATION

20 Federal Street, Greenfield, MA 01301

FranklinCountyBar.org

(413) 773-9839

For attorneys interested in promoting the administration of justice and standards of excellence in the legal profession in Franklin County.

FRANKLIN COUNTY COMMUNITY MEALS PROGRAM

P.O. Box 172, Greenfield, MA 01301

FCCMP.org

(413) 772-1033

Providing community meals in Greenfield, Turners Falls and Orange and operating the Orange Food Pantry.

FRANKLIN COUNTY SPORTSMEN'S CLUB

721 River Road, Deerfield, MA 01342

FCLSC.org

(413) 772-0346

The Franklin County Sportsmen's Club is your place to learn, practice and enjoy the shooting sports!

GARDEN HANDS

2 Heath Rd, Colrain, MA 01340

GardenHands.com

(413) 624-5122

Lightweight, original stone carvings and garden sculptures. Creative and functional. Beautiful, yet different from ordinary garden accessories.

MARKETING: Facebook for Small Businesses

Facebook is the undisputed leader of social media. Worldwide, there are about 1.5 billion monthly active users, with almost a billion people logging onto Facebook daily. 56% of U.S. residents have a Facebook account, and every second five new accounts are created. What's the take-away on all that? Facebook cannot be ignored if you want to promote your business for free, or advertise for cheap.

So, how do you jump into this ocean of potential customers? Well, first, you need to create an account. Just go to Facebook.com and sign up. The form is right there on the home page. You'll need to provide your first name, last name, email address or mobile phone number, a password of your choosing, your birth date and gender.

Why do they want your birth date and gender? For marketing and statistics. For instance, we know that 45% of all Internet users aged 65 and older use Facebook; 30% of all Facebook users are between 25 and 34; half of 18 to 24 year-olds go on Facebook when they wake up; and the male/female gender split is 42%/58%. This is all good information for you as a business, and your account will become part of the statistics pool for other businesses looking to market on Facebook. It's the world we live in. To use the network, you have to become a commodity on it.

The next step is to create a Page on the site for your business. This is optional, however. You can create your account as your business instead of as a personal account, but that has drawbacks.

GBR LANDSCAPING

122 South Prospect Street, Millers Falls, MA 01349

GBRLandscaping.com

(413) 687-4783

GBR Landscaping can provide organic lawn care and organic pest control for your home or office.

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GELINAS LAWN MAINTENANCE

241 Daniel Shays Highway, Orange, MA 01364

GelinasCompany.com

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Your Local Reliable Waste, Recycling & Landscape Company. Providing Commercial/Residential Landscaping & Lawn services since 1992.

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GILMORE & FARRELL INSURANCE

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GilmoreAndFarrell.com

(413) 773-3686

Franklin County's local, independent agency for auto, home, motorcycle, collector car, boat, snowmobile, renters and business insurance.

.....

GIVING TREE SCHOOL

3 Wood Avenue, Gille, MA 01354

GivingTreeSchool.org

(413) 863-9218

Giving Tree School is a nonprofit educational organization that has been providing programs for young children since 1976.

MARKETING:

Facebook Accounts—Personal or Business?

Some people just create their account as their business. In some ways this makes things simpler. You no longer have or show any expectation that this is YOUR account. It is the business account, and all queries and interactions are between your business and the users of Facebook. When you log in, you are your business.

The drawbacks, though, are many. If you do ever want to connect with family and friends, you will need to create a separate account, which will require a different email address or mobile phone number. If you plan to use your accounts frequently you'll wind up logging in and out of the two accounts to accomplish anything.

Also, if you want to deputize staff or associates to post on your behalf, you may not want to give them access to your email. You could set up a separate email address for this, but now you're going to lengths to avoid using Facebook the way it was intended. Creating a personal account, and a separate business Page makes sense because you can add other people as admins of your Page, with various levels of access (ie; full admin or just page posting).

But the most important reason to have a business Page instead of using Facebook as your business are the statistics they provide, called Insights, such as the number of people who saw one of your posts, and the demographics of people who like your Page, including gender and location.

GOOD DIRT POTTERY, MONTAGUE MA

38 Main Street, Montague, MA 01301
GoodDirtPottery.com
(413) 367-0155

Good Dirt Pottery has been creating handmade stoneware and porcelain utilitarian ware and sculpture in our Montague studio since 2001

GRACE ELECTRICAL SERVICES

30 Montague Street, Leverett, MA 01354
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Serving the towns of Connecticut and Western MA since 2006. We pride ourselves on seeing that the needs of our customers are met.

GRANBY FIRE DEPARTMENT

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GranbyFire.org
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Granby Fire Department is dedicated to providing for the safety and welfare of the public through the preservation of life and property

GREEN EMPORIUM RESTAURANT

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2 Heath Rd, Colrain, MA 01340
GreenEmporium.com • (413) 624-5122

That Special Place—the gourmet restaurant, neon art gallery in Western Massachusetts. We cater weddings and special events.

Gilmore & Farrell

Insurance Agency, Inc.



525 Bernardston Rd., Greenfield, MA 01301

Phone: (413) 773-3686 / 772-0251

Fax: (413) 773-3273 / 772-2338

8:30 AM—5:00 PM Monday–Friday

GilmoreAndFarrell.com

The Gilmore and Farrell Insurance Agency Inc. in Greenfield, Massachusetts is Franklin County's local, independent insurance agency for auto, home, motorcycle, collector car, boat, snowmobile, renters and business insurance. Your Trusted Choice for personal and commercial insurance.

GREENFIELD HIGH SCHOOL ALUMNI ASSOCIATION

P.O. Box 1332, Greenfield, MA

GreenwaveAlumni.org

(413) 834-8040

A non-profit organization dedicated to supporting Greenfield High School, alumni, present and future students, and our community.

GREENFIELD LODGE OF ELKS #1296

3 Church Street, Greenfield, MA 01301

GreenfieldElks.org

(413) 774-4909

Since its inception in 1868, the Order of the Elks has grown to include nearly 1.2 million men and women in almost 2,200 communities.

GREENFIELD MEN'S TOUCH FOOTBALL LEAGUE

Green River Field, Greenfield, MA 01301

GreenfieldTouchFootball.org

(413) 773-8256

Greenfield Men's Touch Football League, weekly scores and standings. Sign up for news and scores.

GREENFIELD SELF STORAGE CENTER

78 Woodward Rd, Greenfield, MA 01301

GreenfieldSelfStorageCenter.com

(413) 774-7700

Family-operated self storage facility, with newer, modern facilities, built in the late 1990's, and various sized storage units, from \$55 per month

MARKETING: Using Facebook Business Pages

The next step, after creating a personal Facebook account is to create your business Page. There are many types of pages you can create on Facebook, and of course, they're all free: Local Business or Place; Company, Organization or Institution; Brand or Product; Artist, Band or Public Figure; Entertainment; Cause or Community.

Each type of Page has a list of sub-categories, and capabilities. The Page type with the most capabilities is Local Business which allows for Short description, Website, Email, Phone, Address, Map, Check-ins, and Ratings & reviews.

Local Business type Pages display a map of where your business is located, and Facebook users can check in to your establishment when they arrive. This shows up as a top-level stat on your Page, which can be an indicator of how popular your business is.

If you've selected Restaurant/Cafe for your Page's sub-category, you can also add a menu to your Page.

Once the Page is set up you can also claim a distinctive URL, such as facebook.com/MontagueWebWorks. To do this you must be an admin of the Page. Go to facebook.com/username and follow the instructions. If it's not already taken, it's yours.

Lastly, add your Page logo, and your top banner/header by just clicking on those areas of the Page.

**GREENFIELD MA - NEWS AND GOSSIP IN THE
CROSS-ROADS CITY**

20 River Street, Greenfield, MA 01301
GreenfieldMA.net • (413) 320-5336

GreenfieldMA.net is the place for local gossip, news, event calendars and business listings. Check out our other local community websites!

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GREENLIGHT INTERNET

14 Court Square, Greenfield, MA
GreenLightInternet.com
(413) 772-1560

Improving the business climate & quality of life for all with high quality, low cost technology for residents, businesses & municipal departments.

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GREG'S AUTOBODY

239a Greenfield Road, South Deerfield, MA 01373
GregsAutoBodyShop.com
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Greg's Autobody Shop, authorized, state of the art collision repair and auto painting in Deerfield, MA

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GREGS WASTE WATER REMOVAL SERVICE

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Septic services and Title 5 Inspections. Greg's Wastewater Removal Service to Franklin & Hampshire Counties in Western Massachusetts.

MARKETING:

Using your Facebook business Page

Now you're all set up with your shiny new page. How to use it? As with everything on Facebook, it's all about posts. Make sure they come from your website. All social media posts should always link back to your site!

Once you've copied the link to your page, add a short comment about it, or use the first paragraph of the story.

Cycles and usage patterns should be considered, too. For instance, half of 18-24 year-olds go on Facebook when they wake up. The highest overall traffic occurs mid-week between 1 pm and 3 pm, and the highest level of interactivity happens on Thursdays and Fridays. This is when you should post.

Additionally, you can Boost a post by paying for more reach. Long gone are the days when every fan of your Page will see your posts. The good news is that it's not expensive. Spending \$20 could put your post in front of thousands more people, including those who have not yet liked your Page, and you're able to drill down to all kinds of demographics, such as gender, location, and interests.

Either way, whether you pay to Boost your post or not, the purpose of posting anything to your Facebook page is to get people to like your page and come to your website. Once they're there, you can do business.

GRRR GEAR, INC. | ORANGE, MASSACHUSETTS

334 East Main Street, Orange, MA 01364

GRRRGear.com

(978) 544-5444

GRRR Gear, Inc. | Orange, Massachusetts | Firearms, Archery, Hunting Gear, Knives, Sporting Apparel and More

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HALE CUSTOM SIGNS

277 French King Hwy, Gill, MA 01302

HaleCustomSigns.com

(413) 774-5663

A full service custom sign shop serving Western Massachusetts and the Connecticut River Valley from Vermont to Massachusetts.

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HAMPSHIRE COUNTY FIRE DEFENSE ASSOCIATION

48 Stage Road West, Westhampton, MA 01027

HCFDA.org

(413) 437-4686

Hampshire County Fire Defense Association - Serving the county through regional collaboration

.....
HAMPSHIRE REGIONAL EMERGENCY RESPONSE TEAM

116 Main Street, South Hadley, MA 01075

HRERT.org

(413) 538-5017

The Hampshire Regional Emergency Response Team exists to improve the health and safety of our communities.

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EMERGENCY BULK WATER
CONSTRUCTION - POOL - EVENTS



Well water from Chesterfield maintained to the highest drinking water standards.

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We are one of only a handful of companies recognized by the Mass. D.E.P. to provide emergency bulk drinking (potable) water to public water supply systems, such as schools, nursing homes, restaurants, fairs, and other events.

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VEGETABLES, HAY, & THE STRAWBALE CAFE

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Producing fine maple syrup — growing organic vegetables — home grown hay — running the Strawbale Cafe which serves breakfast.

HATFIELD BEEF, CO.

42 North Hatfield Road, Hatfield, MA 01038

HatfieldBeef.com

(413) 247-5441

*Wholesale/Retail Beef, Steak, Pork, Chicken, Sausage, Bacon and Fish.
Fresh cut, ground, chops, loins, wings, legs, right there in front of you.*

HATFIELD GRILL 'N CHILL

127 Elm Street, Hatfield, MA 01038

HatfieldGrillnChill.com

(413) 247-5044

A great place to eat! 16 flavors of bone-in and tender style wings. Daily lunch and dinner specials. Six beers on tap. Full bar.

HENNA ELEMENTS

20 Frankton Rd, Shelburne Falls, MA 01370

HennaElements.com

(413) 625-6453

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MARKETING: WHAT IS TWITTER?

Twitter is the micro-blogging social media system, unique for its one limitation: you cannot post messages, or Tweets, longer than 140 characters. This has the effect of turning the network into a meta-comment system, where people jot off brief comments on whatever is happening in the world or locally around them.

Uses: news organizations have come to use Twitter to report hot news items as well as receive comments on stories they report on; political candidates use it to get their word out and people use it to tell them their opinions; and businesses use it to promote products and offer real-time customer service.

The two main hooks on Twitter are @ usernames and # hash tags.

A username is how you're identified on Twitter, and is always preceded by the @ symbol, for instance; @MikMullerMA. Subscribing to a Twitter account is called "following." To start following, click the Follow button next to the user name or on their profile page to see their Tweets as soon as they post something new.

A hashtag is any word or phrase preceded by the # symbol. When you click on a hashtag, you'll see other Tweets containing the same keyword or topic. This is how Twitter is used most. People Tweet on various topics, like #FirstWorldProblem if they find their local wireless connection is running slow.

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MARKETING:

Twitter for Small Business

The primary reason to use Twitter as a business is to get more website traffic. To easily connect users with your website, you can create Website Cards that can be promoted to a targeted group of users.

Website Cards allow you to better promote your website on Twitter by adding an image, related content and a strong call to action button to your Tweet. By linking a preview of your website to your Tweet, the Website Card offers a seamless way to drive the right audience to your site with a single click.

Gaining relevant followers is the key to getting your ad seen by more people. For example, followers share positive experiences about the businesses they follow with their own networks, Retweet your Tweets, and are more likely to purchase from you in the future. As your community grows you create new opportunities to drive more of these actions each time you Tweet.

And, unlike Facebook, Twitter does not hold back your content from your followers. If you Tweet it, they will likely see it.

One way to quickly gain more followers is to pay for a Promoted Account, which promotes your business to other users who fit a profile you determine. Paying for new followers through this program averages 30¢ each.

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MARKETING:

Pinterest

Pinterest.com is a popular photo-centric social media website with literally hundreds of thousands of photos to browse, all of which have been uploaded by the users of the system. As a small business owner, Pinterest can be utilized in a variety of ways, and is a great tool to learn your potential clients' wants or needs.

Many people use Pinterest for visual inspiration, ie; to save visually inspiring or pleasing images. Normally these images, or "pins," have links attached to them. Therefore, if someone would like to visit the source of a pin, they simply need to click the link.

Pinterest users, or "pinners," use "boards" to categorize their pins into specific areas of interest. A pinner may have boards dedicated to anything from antique cars to interior design to fashion inspiration, and then share them. Other pinners may "follow" such boards, or even another user, if it interests them. All pinners have a "feed" which is constantly being updated with fresh pins (content) from the various boards and users they have followed.

Setting up an account is fairly easy, you can even connect your new account to your Facebook account, if you have one. Once you're in, you can begin creating new boards and posting pins (uploading photos). Make sure add a good description, and good keywords. As people search for pins they're interested in, they may "follow" your account.

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MARKETING:

Pinterest — continued

Gaining more followers means that more eyes will be seeing your pins, and will increase the likelihood that a pinner will click-through to your website. A reliable way to gain followers is using community or shared boards with other pinners. These boards are seen by larger groups, but are not completely under your control. Pinning should be done with more frequency than other forms of social media. Once you have pinned 800 or more pins, traffic to your Pinterest profile increases very rapidly.

Pinning to industry-specific boards will help gain insight to trends within a given industry. Additionally, looking into who is following industry boards will help find users who may be looking for products or service you supply. For example, if a furniture dealer wants to drive traffic to their website through Pinterest, they can start by creating a board for interior design inspiration and "pin" design images that may reflect the company's style.

In addition, a business can also create pins using images from own their website, and add the link associated with it.

Lastly, it is important to add a link to the business website on your main profile page so that pinners may easily find your website, which of course is the whole reason you are there.

—Claire DuSell, partner, DanPphoto.com

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MARKETING: and the Rest!

Google+, is often viewed as the Facebook wannabe, but you can bet it's not going away anytime soon. In fact, it's only becoming more and more important for businesses to engage and grow their circles on this platform. When you do a search on Google you'll notice that Google+ is everywhere, so if your business is posting on Google+, you're essentially receiving free ad space when users search for you on Google. Almost more importantly, Google+ is integrated with YouTube, so users are unable to comment on that platform without being opted into Google+. [reelseo.com]

And speaking of YouTube, have you considered video? More and more people are clicking on links to YouTube videos when they see them in search results. So, if someone is searching for something on Google and they see a video, pretty often they'll click on it. Will that video be yours? You should think about having a video made about your company, essentially a TV ad or How To ad, upload it to YouTube with plenty of keywords and a good description, and embed the video on one of your pages. It will get viewed many times if done right.

Meant primarily for networking with other professionals, LinkedIn is a sort of living resume version of Facebook. You set up an account and provide exhaustive information on school and work history. Posts there are seen by your peers, called Connections, allowing you to share your professional knowledge with others. Who knows. You may pick up a job or two.

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MARKETING AND SEO:

Post Some news!

A priority in terms of SEO maintenance should be making sure you have fresh, relevant content on your website. The best way to do this is to regularly post news articles. You could have the newest of these articles show up in a side-bar, or have a dedicated news page. Here's why adding news is important:

- (1) Customers coming to your site will see content posted with a recent date. This shows you're engaged with your site, and thus engaged with your customers because you're taking the time to keep your site up-to-date.
- (2) The build-up of news articles slowly increases the amount of content on your website for Google to index and for people to find when doing searches. Bottom line: the more words on your website, the larger your potential for appearing in a Google search.
- (3) You might post something that someone else finds very useful or informative, and if they are on social media they may share it or link to your article... where other people will see the link and read your article. And Google likes when people link to you.
- (4) As your news article content builds over time, it's possible that local news organizations will come to you as a leader in your industry and will request interviews or quick quotes in related news stories as a reference on the topic. That is advertising you cannot buy.

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MARKETING AND SEO:

Post Some News... Then Email It!

The most important reason to post news articles to your website is because you can EMAIL them to customers.

Depending on your website management system, you may have a growing database of contacts right in your site. In the RocketFusion platform, this is accomplished through both the Contact Us page and any dynamic forms you create. Other systems include Constant Contact and the like. If you have a shoe box full of addresses from sign-up sheets, it is time to start typing them in. Remember, these customers and prospects reached out to you. You should take advantage of potential business by reaching back with news, specials and deals, and helpful tips.

What kind of business do you own and how do the seasons affect your work or products? Is there something you can inform your customers about? If you're a contractor of any kind, post an article about the coming season and what customers should do to prepare for it. If they need help, they can call you to set up an appointment. Send that news article out by email to your contact list.

If you set up a Facebook business Page, you should post the article there by simply copying the link and pasting it into a new status. If you've set up a Twitter account, you should do the same.

In summary, post frequent news to your site and share it through as many means as possible, making sure to link back when you can. Drive that traffic!

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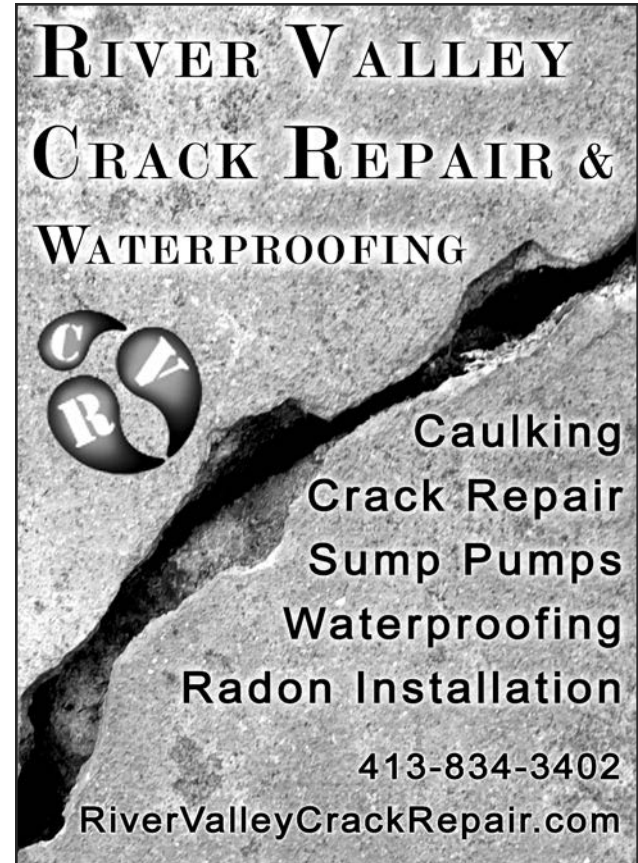
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INTERACTIVITY: Photo Galleries Are Good

There are many reasons to publish images and photos as part of your website, such as if you have an online store, send out news releases or have a Facebook business page.

Studies show that pages and news articles with images get nearly double the number of views. Including a photo or a video in an emailed press release increases views by about half. Consumers are more likely to consider or contact a business when an image shows up in local search results.

And that's just including images in a page. What about full-scale photo galleries where the main content is the photos themselves? Your website could benefit from having categories of photos that allow your potential or existing customers to browse and view an interactive or automated slideshow.

For instance, if you are a service business, you could display before and after samples of your work. If you're a membership organization, show photos of events you have held.

Ensure people find your photos by adding categories and labels. Better yet, add a description to each one telling the story and using rich keywords and phrases. Remember, Google can't see what's in the image. It can only infer the content based on the title and the description. The more key words, the more likely your photo will be displayed.

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INTERACTIVITY: Photo Galleries and Google Images

Google Images is an interesting beast, an index of millions upon millions of photos that appear on websites. People use it every day when looking for products and services. The only way to ensure your company is represented in that space is by having a lot of photos on your website. Depending on the nature of your business, you might find your site gets found more through image searches than text searches.

The first step is to make sure Google is indexing your website. Once that's done, just set up a photo gallery on your site and begin uploading images.

Be very mindful of how you title the photos. This is key to getting them found. You should keep the photo title succinct, yet descriptive. DO NOT leave it with the camera-created name of "IMG_0167825" or whatever. Give it a proper name, such as "Horse at Sunset by a Tree," then make sure to add a paragraph of key words and phrases about it to the description.

To get a good idea of the context in which your photos will appear, you should try a Google Images search. Go to Google, search for "rhubarb circus" and then click on images in the upper part of the page. You'll see that many of the photos in the top three or four rows are from one website. Now try searching for your business by using a generic description of your service, your town, and the state.

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We specialize in the installation, repair and maintenance of furnaces, air conditioners, heat pumps, fan coils, air filters, ai

PIONEER VALLEY CUSTOM CONSTRUCTION

76 Hope St, Greenfield, MA 01301

PioneerValleyCC.com

(413) 522-0546

Family-owned/operated. Full service remodeling/building, specializing in restorations and renovations—big and small, we do them all.

INTERACTIVITY: Online Forms Are Good

Despite the fact that our lives are already filled with too many forms, including them on your website is a major time-saver for both you and the people who want to interact with you.

Your website software should allow you to create new forms, add fields, and set default values and settings for radio buttons and check boxes. It should allow all responses to be emailed to you and databased on the website for later exporting to Excel or to another system you may have.

That last part is the major time saver of them all. Printing up “Hello, My name is” cards is a breeze if all your attendees are in a database you can export from. Typing in information from paper is so... 19th Century!

Additionally, customers will appreciate getting a speedy reply that confirms their information has been received in a tidy, printable format they can also view on a mobile device.

Lastly, your online form module should allow you to email everyone who filled out the form, both now and in the future, especially if it's an annual event people would sign up for. Invite them all back!

If your company or organization is in the business of putting on events or seminars, or if you just want to gather testimonials or feedback but you don't want to clutter up your generic contact us form, you need dynamic online forms built into your website.

PIONEER VALLEY FERN SOCIETY

321 Montague Road, Shutesbury, MA 01072

pvFernSociety.org

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Fostering interest in ferns & fern allies—encouraging the exchange of information & specimens. Newsletter for members—frequent field trips.

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PonteRestaurante.com

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QualityBuildersMA.com

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WHAT IS A RESPONSIVE WEBSITE?

Responsive web design (RWD) is an approach to web development for building websites that respond to multiple screen sizes, resolutions and devices. The aim is to provide an optimal user experience, legible text and images, intuitive navigation, minimal scrolling/zooming based on the device or browser used. In other words, a responsive website will retain its essential content and features but will change its layout based on whether it is viewed on a phone, tablet, or desktop.

Currently, 80% of internet users own a smartphone and 60% of internet usage is through a mobile device. While PC and laptops are still the preferred means of accessing the web, at 91%, users are increasingly using smartphones to access social media, check email, get directions, or find business info such as phone numbers, addresses and hours. The numbers for mobile devices are growing and by 2016, mobile internet access is expected to move beyond 50% of the world's population. In addition, users are less likely to purchase from or utilize the services of a company that does not have a mobile friendly website.

The numbers are clear; mobile access should be a major component of any solid marketing strategy. RWD allows developers to build mobile friendly features into their overall design, thus reducing the overall cost to their clients.

—Erik Jonsberg, owner, HungryGhostDesign.com

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A WORD ABOUT STYLE: Making Sure Your Site Is Readable

When going to anyone's website your first impression is always based on the overall look. The colors should be pleasing and match your corporate branding scheme, including logos. But what matters most is whether the site is readable.

Long gone are the days when people were wowed by what a website looks like. Today, driven by the growing array of devices you can surf the web with, a simplified layout of the text and photos are most important. The content better be clear, clean, and readable.

Your site should quickly provide people with the information they need. Your contact information and hours of operation should be right on the home page in all display formats, ie; laptop, tablet and mobile, and the site navigation should be obvious and easy to use.

Keep in mind that up to half your visitors may be viewing your website on a mobile device. Make sure it loads well, and perhaps even in a minimalistic version. To that point, many web companies have begun to abandon any attempt at replicating the laptop or tablet layout when displaying a site on a mobile device to avoid the clutter. On the tiny screen, all you want to do is get the info you need.

Ensure the text on your site is easy to read. You should avoid black backgrounds with white text, ALL CAPS, or text that is just too large. Adding white space makes text easier to read, and frequent use of sub-titles before every second or third paragraph helps as well. Keeping it clean makes for a positive browsing experience.

RIVER CLEANUP

Green River Road, Greenfield, MA 01301

RiverCleanup.us

(413) 522-2102

River Cleanup is a website for posting the locations of trash stuck in our local rivers. Print up maps, go and clean it up!

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Ryan and Casey Liquors has been serving the residents of Franklin County, Western Massachusetts, and beyond for close to 100 years.

DOWNLOAD SURVIVAL Getting Only the Right Thing

There is lots of free software available on the Internet for PCs running Windows. Some of that free software is very popular, and people often just tell you to “Google it” to find it. But Google, as well as the other search providers, can be a little misleading when we search for downloadable goodies. Frequently, the first few results on a search are not really the ones we want.

For example, in a search for “Mozilla Firefox Download,” the first result lead to www.MozillaFirefox.abc-apps.com, which is NOT the official Mozilla site. The official site is at www.Mozilla.org.

As an experiment, we downloaded the software from abc-apps.com, installed it, and ended up with an out-of-date version Mozilla Firefox; a new toolbar in all of our web browsers that connected us to some advertising network; and a new application which supposedly provides discount coupons.

All we wanted was the current version of Firefox, and instead we wound up with an old version and a bunch of apps that will clog up our computer, and potentially open a security hole. If we had made sure we went to www.Mozilla.org instead, and not abc-apps.com, we would have only installed the current version, and nothing else.

Look very carefully at where your download is coming from to save yourself wasted time from having to clean out unwanted apps.

—Brian Faldas, About-FaceComputers.com

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ShelburneFallsMA.net

(413) 320-5336

ShelburneFallsMA.net is the place on the web for local gossip, news, event calendars and business listings. Check out our other local sites!

SHUTESBURY MA - NEWS AND GOSSIP IN SHUTESBURY

20 River Street, Greenfield, MA 01301

ShutesburyMA.net

(413) 320-5336

ShutesburyMA.net is the place on the web for local gossip, news, event calendars and business listings. Check out our other local sites!

EMAIL SURVIVAL:

How to Prevent Compromised Email Accounts

We have all seen it. Suddenly your email is being bounced when you are trying to send to certain domains or you are receiving bounces from messages that you never sent out. You start to panic while researching the cause only to further discover your email account has sent many spam and virus-laden messages to your friends and family. Still in a panic, you wonder how to stop the immediate damage, how could it have happened? What could you have done to prevent this?

Keep it Clean

To prevent malware, viruses and hackers from taking over your email account, it is extremely important to keep your computer free of these threats. We personally instruct our customers to download, install and update the following three, free programs and to run live scans at least once per week to keep their computers clean:

- **Spybot Search & Destroy** — <https://www.safer-networking.org/>
- **Malwarebytes Anti-Malware** — <https://www.malwarebytes.org/>
- **AVG AntiVirus Free Edition** — <http://www.avg.com/>

These 3 programs will remove just about anything that can cause a computer to be compromised by a virus or malware. Yes, it will take a bit of effort to install, update and use these programs. The time you spend will be well worth it because you won't have to worry about your email account being taken over by rogue programs that will use it to send spam and viruses to your friends and family.

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Quality veterinary care for both small and large animals in a clean, caring, friendly, and home-like environment.

Keep it Strong

Most often email accounts are compromised because you are using a weak password. Creating strong passwords for all your online accounts is not a thing that should be done, it is an imperative. In brief these are the important things to note:

Length. Make your passwords at least eight (8) characters long.

Complexity. Include a combination of at least three (3) upper and/or lowercase letters, punctuation, symbols, and numerals. The more variety of characters in your password, the better.

Variation. Change your passwords often. Set an automatic reminder to update passwords on your email, banking, and credit card websites every three months.

Variety. Don't use the same password for everything. Cyber criminals can steal passwords from websites that have poor security, and then use those same passwords to target more secure environments, such as banking websites.

Keep it In Mind

In the end, the most important thing is to remember that there are people out there writing programs to steal your passwords and do nefarious things with your accounts. Eternal Vigilance!

-Linda Pagillo, owner, MailsBestFriend.com

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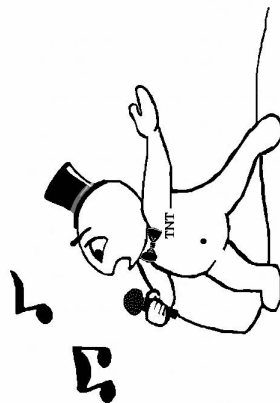
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TE Tables and Chairs makes sure your event runs as smoothly as possible. Owner Tammy takes care of it all.



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BrickHouseCommunity.org

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The Brick House is the intersection of resources and resourceful people supporting the social and cultural health of our community.

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THE FIVE COLLEGE SOCIAL WEBSITE FOR STAFF & FACULTY

20 River Street, Greenfield, MA 01301

FiveCol-Soc.net

(413) 320-5336

Five Colleges Social website, a place for the staff and faculty of the five colleges to post buy/sell trade/event/business and chat.

DOMAIN NAME MANAGEMENT:

Tips to Not Losing your Domain

If you manage your domain name on your own, you absolutely must keep track of your annual expiration date. Make sure the email address your registrar (ie; GoDaddy) has for you is valid, and the credit card they have on file has not expired. You should also make sure you know your username and password for the registrar's website so you can log in. Do this at least once a year, preferably a couple months before the domain's expiration date.

To easily find out when your domain name expires and confirm the contact info associated with it, go to the website www.Network-Tools.com, choose "whois," enter your domain in the text box and click "Go." They will provide you with the name of your registrar, your expiration date, and the associated contact info. If it is expiring soon, or the info is incorrect, you need to go to your registrar as soon as possible to rectify whatever is wrong.

If you are not confident about managing your own domain name, you might want to contact your hosts and ask them about domain management. For example, Montague WebWorks charges \$10 a year for domain renewal. If you ever want to move to another hosting company, we will happily relinquish your domain at no charge. It's yours. You're just letting us manage it for you, as we are also managing your website.

Avoid a potential nightmare, and have increased peace of mind.

THE FRANKLIN COUNTY (MA) NEW ARCHIVE WEBSITE

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Sam and Julian are two hard-working, local guys who are eager to renovate or maintain your property at a fraction of the cost.

DOMAIN NAME MANAGEMENT: What Happens When You Don't Renew

Buying a domain name is easy. Keeping it is a little harder, especially if you host your website with someone other than the registrar from whom you purchased the domain name, such as GoDaddy or Network Solutions.

The problem arises when the name renewal date passes without a payment. Maybe the credit card you originally used has expired. Maybe the person who registered the domain name is no longer with your company, or their email address is no longer accessible. Maybe you thought your hosting company will take care of it and you ignored the emails your registrar was sending.

What happens next? The domain enters a grace period. You can still renew the domain name, but it no longer points to your website. Next it goes into a Registrar Hold period. You can still renew, but there will be a redemption fee of about \$100. After that the registrar will try to sell it at auction to the highest bidder. If someone doesn't buy it, the registrar releases it back to the world as an un-registered domain. At this point, someone else, perhaps in China or Russia, could snap up the domain and use it for spam or who knows what. You will have to buy another domain name and go through the headaches of pointing and indexing again. Chalk it up to experience.

Remember, your domain name identifies your presence on the web; if you lose it people who are trying to find you may not be able to, and could end up on a potentially hazardous site.

THE PIONEER TAVERN

32 Federal St, Millers Falls, MA 01349

ThePioneerTavern.com

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Tom has published CDs and plays regular nights in upscale restaurants and clubs. Also performs with Laurie Davidson as Music and Movement.

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14 Court Square, Greenfield, MA 01301

TownOfGreenfield.org

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Official Town of Greenfield, Massachusetts website. Franklin County, Western Massachusetts, home to Poets Seat and the GreenWave

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OrangeFire.org

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TRAVEL KUZ is the premier and leading school bus, limosine and coach service in Franklin County, Massachusetts.

HOT KEYS:

Editing Shortcuts – Minimize Carpal Tunnel

If you spend a lot of time in front of a computer, you probably use a mouse along with your keyboard. But did you know that you can minimize your hand movements and the strain on your hand by using the mouse less often? If your hands are over the keyboard already, why move them away just to do something you could do with the keyboard, quicker?

Here are some handy keyboard shortcuts that will speed up your typing and editing duties, and relieve your hands from extra stress. These are Windows/PC tips. On a Mac, try using the Command key.

Ctrl-A — Select All	Ctrl-P — Print page / document
Ctrl-C — Copy selection to the clipboard	Ctrl-S — Save document
Ctrl-X — Cut selection to the clipboard	Ctrl-Q — Quit program
Ctrl-V — Paste from the clipboard	Ctrl-R — Reload current webpage (align right in Word)
Ctrl-B — Bold selection	Ctrl-W — Close current tab / window / document
Ctrl-I — Italicize selection	Ctrl-Y — Redo (undo undo!)
Ctrl-U — Underline selection	Ctrl-Z — Undo

Note that Ctrl-A, Ctrl-X, Ctrl-C and Ctrl-V are all near each other.

TRAVELING RHUBARB CIRCUS

2 North Street, Montague, MA 01351

TravelingRhubarb.com

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LOOK!—Designed, written and preformed and entirely by kids between the ages of 6 and 15. LOOK! takes you on an amazing journey!

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180 Turnpike Road, Turners Falls, MA 01376

TurnersFallsFire.org

(413) 863-9023

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The Turners Falls Water Department's 2 artesian wells pump 1.2 to 2 million gallons of water per day to the filter plant.

HOT KEYS:

Cursor Shortcuts – Minimize Carpal Tunnel

Beyond the Ctrl-letter keys there are other Ctrl-key combinations and regular solo keys that help avoid using the mouse.

Tab — Move from the current form field to the next, ie; login

Enter — Submit the current form you are in, ie; login. Also, create a new paragraph in a document

Shift-Ent — Create a new line within current paragraph

Shift-Tab — Move from the current form field to the previous field

Ctrl-Tab — Move from the current window tab to the next window tab

Alt-Tab — Move from current window to the next / prev window

Arrow up/dn/r/left — Move cursor in the direction of the arrow

Ctrl-Arrow right — Move cursor to next word

Ctrl-Arrow left — Move cursor to beginning of previous word

Ctrl-Arrow up — Move cursor to beginning of (prev) paragraph

Ctrl-Arrow down — Move cursor to beginning of next paragraph

Home/End — Move cursor to beginning/end of current line

Ctrl-Home/End — Move cursor to beginning/end of document

PageUp/PgDown — Move cursor up/down a page

Ctrl-PgUp/PgDn — Move cursor to beginning of prev/next page

Ctrl-Del — Delete the word to the right of the cursor

Ctrl-Backspace — Delete the word to the left of the cursor

Shift-Arrows — Select all text to the right/left/above/below!!

Shift-Home/End — Select all text to beginning/end of current line

Ctrl-Shft-Hm/End — Select all text to beginning/end of document

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UnitySkatePark.org
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Volunteers committed to a healthy alternative recreational choice for youth and young adults. A safe, fun, and permanent concrete skatepark.

VETERANS WITH VISION

Depot Road, Wendell, MA 01379
VetsWithVision.org
(978) 886-9066

A coalition of veterans and veterans' organizations to help improve the lives of, and opportunities available to, our fellow veterans & families.

WATERWRIGHT CO.

323 Federal Street, Montague, MA 01351
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WelcomeYule.org

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WesternMASelfDefense.com

(413) 522-5782

Professional training in firearms instruction, including but is not limited to handgun, shotguns, chemical sprays and other defensive options.

WESTHAMPTON FIRE DEPARTMENT

48 Stage Road, Westhampton, MA 01027

WesthamptonFire.org

(413) 529-7181

Thirty volunteer members who provide services to the community. Annually, responding to approx. one hundred and sixty calls for service.

INTERNET ACRONYMS: Terms You Should Know

The Internet is full of acronyms, abbreviations and cryptic letters. Here is a short list of handy terms you should know. Well, maybe.

URL — Universal Resource
Locator: the address of a file or page

HTML — Hyper Text Markup
Language: the code of web pages

HTTP — Hyper Text Transport
Protocol: how to deliver web pages

FTP — File Transport Protocol:
how to deliver files to servers

SMTP — Simple Mail Transport
Protocol: how to deliver email

POP — Post Office Protocol: how
to receive email

IMAP — Internet Message Access
Protocol: also how to get email

DNS — Domain name Server: the
server that knows your IP num

TCP/IP — Transmission Control
Protocol/Internet Protocol: the
road

WAN — Wide Area Network,
connecting LANs: Local Area
Nets

BPS — Bits or Bytes Per Second:
the speed of the Internet

SMS — Short Message Service: how
text messages get sent

MPEG — Motion Picture Experts
Group: standards for video /
audio

JPG — Joint Photographic Experts
Group: standards for photos

GIF — Graphics Interchange
Format: CompuServe image
format

PNG — Portable Network Graphics:
lossless compressed images

PDF — Portable Document Format:
Adobe's free doc format

DPI — Dots Per Inch: the
resolution of print

HDMI — High Definition
Multimedia Interface: new TV
cables

USB — Universal Serial Bus: semi-
new printer and drive cables

TWAIN — Toolkit Without An
Informative Name: wait,
seriously?

SNAFU — Situation Normal, All
eF'ed Up: a state of FUBAR

WHEELS FROM GRAMP

10 High Street, Erving, MA
WheelsFromGramp.com
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Wheels from Gramp is a nonprofit fundraising organization dedicated to raising funds to buy bicycles for foster children in need.

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XPmasonry.com
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SPECIAL INTERNET CHARACTERS: What Not to Use in Uploaded Filenames

There are certain characters that cannot be used in filenames on the web because they have special meaning to the server. For example, a file named Dec/2015#3&4?.pdf will never work. Here's why:

This is used by web browsers for anchor tags on a page and anything after it will not be sent to the server. So, in the example above, the server would only see "Dec/2015" and the browser would look for an anchor tag called "3&4?.pdf" somewhere on the page.

/or These are used as folder separators, like c:\docs\files so in the example above, the server would look for a file called "2015" in the "Dec" folder. The # would crop.

? This is used by the browser to indicate that dynamic variables are being sent to the server on the URL, ie; calendar.cfm?date=2014-12-19
Everything after the ? will be variable=value pairs.

& This is the separator for multiple variables being sent on the URL to the server, ie;
calendar.cfm?date=2014-12-19&time=7:30

-- Two hyphens appearing on the URL will alert the server that a hack may be underway, as two hyphens are used to set comments in a database query, and is often the method hackers use to try to break in to a server.



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