

## Did You Know?

There-fore.com is a one-stop provider for all your Internet needs:

### Domain registration

Because every online venture begins with a domain name, we offer affordable automated domain search, registration and renewal.

### Web design and written content

We not only design and program affordable Web sites; we also write quality content designed to sell your product or service.

### Free hosting

Web hosting is free for one year on sites we design.

### Search engine optimization

We provide keyword analysis, optimization and site submission to make sure your Web site is found in the search engines.

### Content management training

Free training on the use of our content management system is included with every Web site.

### Virtual tour photography and streaming video

We produce quality virtual tours and streaming video that allow Web site visitors to see important features from all angles.

### Virtual publications

Multi-page publications can be turned into environmentally friendly, paper-free online presentations, creating less waste, and easier and more affordable distribution.

### E-mail marketing

Whether it's writing copy, providing targeted lists for any industry and geographical area, helping to build opt-in e-mail lists or broadcasting e-mail messages, we do it all.

### File transfer

Our SpeedFile.co.uk micro-site transfers files too large to e-mail and is free for one year when we build your Web site.

### [There-fore.com](http://There-fore.com)

3 Melkington Court  
Newcastle  
NE5 4BH  
Phone 0191 286 9833  
Fax 0191 286 2395

## Welcome to There-fore.com WebTips!

Each month we'll bring you tips that can make your business life easier and more productive.

### Speed Up by Using the Control Key

Even some longtime Windows users aren't aware of these easy Control (Ctrl) key shortcuts that can cut the time spent on mundane tasks. Just hold down the Ctrl key while clicking one of the letters below and you'll be amazed how much more efficient you'll be.

**Ctrl + A = Highlight all** Highlights all the text on a page or in a Web field

**Ctrl + C = Copy all** Copies all highlighted text

**Ctrl + V = Paste all** Pastes all copied text

**Ctrl + B = Bold** Makes text bold

**Ctrl + I = Bold** Makes text italic

**Ctrl + U = Underline** Underlines text

**Ctrl + Z = Undo last action** Reverses the mistake you just made!



### Green is Good



You've probably seen online virtual publications for major retailers that allow you to flip through pages in the same way you would through a magazine or catalog. But you probably never thought about the fact that these presentations aren't just cool marketing devices; they're also environmentally friendly.

Just think how much money, paper and other resources your company could save if it converted some or all of your print materials to virtual publications instead. No more traditional mailing or printing costs, and all your readers would have to do is bookmark your publication to save it forever! For each reader you convert to virtual publications, there would be one less print piece for you to manage. And best of all, virtual publishing is affordable, making it the perfect solution for reaching your readers.

[Click here](#) for more information on going green with your next publication.

### Keep Your Web Content On Target

To capture online readers, your Web site content had better be targeted to their needs. But before you can even get their attention, your potential customers have to find you in the search engines. That's why it's important that your Web site content contains keywords relevant to your business *and* be well written.



At There-fore.com, we can help you with both. We offer expert keyword analysis, which reveals not only which terms online searchers are looking for, but also how many people are looking for them. This information is critical for targeting the right audience. Once the research is complete, we weave those terms throughout your Web site's copy in a way that's both easy to read and search-engine friendly. The result is

copy that reaches out through the search engines, grabs readers and delivers them to your Web site.

[Click here](#) to get your Web site's content on target.

### **Want a Newsletter Like This for Your Company?**

There-fore.com can create an e-mail newsletter like this for you. We help you formulate a content strategy to effectively reach your customers, write the copy, organize your existing mailing list or purchase one for you, choose an attractive template and then broadcast your newsletter for much less than it would cost to send a print newsletter.

[Contact Eric Cuthbert](#) for a quote on an e-mail newsletter for your company.

**How to opt out of this newsletter** You are receiving this newsletter because we thought you would be interested in Internet services and tips about using the Web more efficiently. If you would like to opt out of this list, just use the no-hassle unsubscribe link below.