

# Pier-Pointer *Tips and Pointers*

*for your Website..*

## A Brochure will enhance your Web Site

### Ever wonder what a Good Website and a Hand Brochure have in common..?

- 1/ They both have the ability to Convey a Thought in a limited amount of time.
- 2/ They use Images to help you Conceptualize.
- 3/ They are Portable.
- 4/ They can be Reviewed at a later time.
- 5 They are extremely Cost Efficient.



Add these together and you have a team that can be used to sell your Product, Service or Message in a Powerful way that is both Effective and Economical. It's a fact..

## More Royalty Free pictures.

1. Enter "royalty free pictures" in Google.
2. Search the links that are returned.  
(Some sites you have to sign up for, or join)
3. Read the terms and make notes for your file.

It's probably a good idea to then double-check that the image you've chosen is genuinely free to use. You can use a reverse image search like TinEye.com to check any further usage rights.



## SEO 'helping it to make sense'

- Google led the U.S. core search market with 65.4 percent of the searches conducted, followed by Yahoo! with 17.2 percent, and Microsoft with 13.4 percent. (Microsoft powers Yahoo Search).

- Americans alone conducted a staggering 20.3 billion searches in one month. Google accounted for 13.4 billion searches, followed by Yahoo! (3.3 billion), Microsoft (2.7 billion), Ask Network (518 million), and AOL LLC (277 million).

Total search powered by Google equaled 67.7 % of all search queries, followed by Bing at 26.7 % .

Courtesy: MOZ.com