



The Huntingdonshire Websites

Volume 1, Issue 1

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We have

- More than 50 websites in Huntingdonshire
- More than 250,000 users each year
- Users who view more than 750,000 pages each year
- AND all the numbers are GROWING too!

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Welcome to our first EVER Newsletter

Congratulations, you made it to our V.I.P. list and got a copy of our first ever newsletter.

We don't need to tell you that the world is changing fast and the way we communicate, get information and buy things is changing just as quick. We know from all the people that we talk to that they need help because they keep asking for advice. So that's what we are going to do here.

We will bring you regular updates about the websites and how you can use them

to your best advantage. We will remind you about things you should be thinking about, we will offer to help or you can ask for help.

We will also use the newsletter to explain Internet things in a Hints and Tips section to help you get the most out of YouTube, Twitter and Facebook because all of these can be easily displayed on your member pages.

BUT The Huntingdonshire Websites needs to hear from you too. We want you to ask questions and to make sug-

gestions and we want you to feel free to ask for help if you need it.



You can communicate with us via sales@jevstar.co.uk, please do.

Welcome to new members...



Most of you will recognise the Commemoration Hall in the High Street in Huntingdonshire. We are pleased to have them on-board as the frequent events and activities they advertise adds dynamic and interesting content.



But you may not know about Wiggle Waggle with Sharon a new funky activity for youngsters and their adult minders



“The Internet can be your best friend but it’s like a dog, if you don’t feed it, it will go to someone who will”

Words from the Webmaster

Don’t worry if you don’t understand any of this because all you really need to know is that we’re doing it for you, so here goes...

Over the past few weeks we have made significant alterations to all of the websites in order to improve their access by mobile phones and touch screen tablets, which are used for nearly 50% of all visits to the websites and according to Google that figure will continue to rise over 2014. All of the websites are now HTML5 which is compatible with these contemporary devices and we have started to use the HTML5 functionality to its maximum. We have added structured ‘Microdata’ tags to the web pages, especially the Event Diary and News Items which allows for the extraction of data directly into the major search engines. As a member you benefit from the quarter of a million users we get each year but you can now **benefit even more by adding your events in good time and a regular news item to your listing**. This will keep you prominent, on the home page and in Google!

We continue to develop the Event Diary having recently added ‘ticket pricing’ to the system to allow for the export of ticket information to other systems and in a similar way we are working on the Regular Meeting and Activity section. We have added the facility for all members with their own premises to add a YouTube video code to their location pages some of which are up and running and we are working on allowing other organisations to add YouTube video to their organisation page but more about that in the next news letter.

Bye for now - Webmaster.



**John Vincent
The Webmaster**

Let me help you get up to date...

For this issue I want to help you get up to date and what’s great is that I will do it for you. If you have any of the following send me a short note to webmaster@jevstar.co.uk telling me what you have and I will update your membership listing to include it.

Got one of these:

- A YouTube video about your organisation
- An organisation or commercial Facebook Account
- An organisation or commercial Twitter Account

If you don’t have any of them not to worry I shall be explaining how you can get all of them over the coming months and why you really need them too

Making your membership work for you

What a fantastic summer we've been having, at least up to the heavy showers in the middle of August. There have been some great events around the district but it's time to think about what's next on the calendar.

Have you put an event in the diary this year? No! Don't you need to tell our QUARTER OF A MILLION USERS what you have to offer?

You don't have any events! - You probably do...

Are you getting in some new stock?, Got a Hot Product flying off the shelves?, Do you have an end of season SALE coming up?, Do you have some BACK TO SCHOOL products? These all count as events and can be put in the event diary.

BUT, there's always a but...

People don't use the Internet like a newspaper, they don't read it every day. Most of our visitors come in to see what's on once or twice a month. So if you want anyone to know about your event you have to put it on the web a couple of months ahead of time. So now you should be thinking about HALLOWEEN, BONFIRE NIGHT AND even CHRISTMAS.

Spreading the word—TWEET, TWEET, TWEET!

Even the Pope uses Twitter and H.M. The Queen so if you are not Tweeting about your business or organisation at least once a day you are seriously missing out. But, what, you have no followers. No problem, we have just started our account and we have 100 and what's great we'll share them with you.

Whenever you Tweet about your business or organisation add **@HuntsWeb** into the line. That will have the effect of sending us a copy and when we get it we'll re-tweet it to all of our followers.

If you tweet about an event then also add **#HuntsEvent** and the **@HuntsWeb** and that will help people find your event when they search for events in Huntingdonshire (Twitter knows that Hunts is short for Huntingdonshire)

You have probably noticed our tweets are also displayed on the Home Pages of the websites and have replaced the old Site News too

An example Tweet:

"Great offers available at the END OF SEASON SALE at Bloggs & Co in Huntingdon starts on Saturday 20th September at 0900"

A MUCH better Tweet:

"Great #offers available at the END OF SEASON #SALE at #Bloggs & Co in #Huntingdon starts on Saturday 20th September at 0900. #HuntsEvent @HuntsWeb"



**"You need to
blow your
own Trumpet
because no
one else will**



The Twitter Logo

Say "Hello" to Hannah



We've joined forces with Hannah Bavister of admin4your.biz who is now working with us to develop our marketing strategy. This includes improving your experience as members of our extensive and ever growing website platform. We needed help and if you would also like some support in your business then email hannah@admin4your.biz and tell her we sent you

*"Effecting
efficiency"*
admin4your.biz



Are you missing Michael?



Michael's not been on his usual top form for a little while but we are all pleased that he is on the mend and we hope that soon he will be able to resume his regular "pop in's" to see you.

That's it for this month

Unless you tell us otherwise we'll be back with another newsletter in about 6-8 weeks time or perhaps earlier if we have something important to say. Don't forget we would like to hear from you if there are things you would like us to consider adding to the websites or if you need help.

All the best

Michael, Hannah and JV



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