



The Huntingdonshire Websites

Volume 2 Issue 1

10th November 2014

We have

- More than 55 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!

Welcome to our Second Newsletter

What a great start! We had lots of positive feedback from you the members following the first issue of The Huntingdonshire Websites newsletter. So if you took the time to send us an e-mail - Thank you!

Feedback plays a big part in what we are trying to do here, after all the websites are for and about your community.

This issue, we have some new members to introduce to you. A jam packed and really interesting update from the Webmaster and an exciting competition for you and your friends to enter. So have a read with a cuppa and don't forget, if you have any questions or suggestions e-mail us at sales@jevstar.co.uk our ears are willing. Enjoy!

Oh!, by the way we have changed our Twitter Logo from Cromwell to this, the Huntingdonshire Horn.



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Care UK and Field Lodge, St Ives



We welcome Care UK and Field Lodge Care Home as new members of Huntingdonshire and Cambridgeshire Websites.

Care UK are one of the UK's leading independent providers of health and social care services.

Care UK provides hospitals, treatment centres, care homes, homecare, and day care clubs all in the heart of your community. They have a team of doctors, consultants, nurses, community and care workers with one thing in common - they love what they do.

Field Lodge is a brand new, purpose-built care home in London Road, on the outskirts of St Ives.

As soon as you enter Field Lodge care home you'll notice the lively and welcoming atmosphere. You'll be greeted by a friendly face at reception and as you explore the ground floor you'll discover a cinema, hair salon and nail bar, as well as a contemporary coffee shop - perfect for a slice of cake and a chat with loved ones on wet days.

At Field Lodge their care team are passionate about helping residents to continue doing the things they love. Activity and independence are central to life at the home and you will always find a variety of activities going on. There's a purpose built hobby lounge full of games, arts, crafts and materials. Plus there's plenty of light and the beautifully decorated relaxation areas are comfortably furnished making it a pleasure to sit and read, chat with visitors or simply enjoy the views across the gardens.



Have a video made for you and add it to your pages

Another new member provides a service you may well use to advantage in your business / organisation.



It's Karen Cann who has 17 years experience in post production for corporate, independent and broadcast video. She has been passionate about video editing and broadcasting since childhood when she used to edit cassettes and VHS tapes in her bedroom!

Karen has kindly offered a discounted rate to for our members who would like to invest in video content marketing for their business / organisation. Interested parties should contact Hannah on sales@jevstar.co.uk for further information on the options available.

You can view an excellent showcase of Karen's' work on YouTube where she has dedicated a channel to the business folk in St Ives called '[Love St Ives](#)'. We will be working with Karen to develop a similar channel dedicated to the members of the Huntingdonshire Websites over the coming months.

We have also added the ability for you to display your YouTube videos on your member pages. All you need to do is get one made and then add the URL.

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

Make your membership work for you...

Are you ready for it? There are a poultry 44 days left until Christmas Day so if you want to benefit from the biggest portion of the spending season you need to use the marketing tools available to you effectively.

That includes getting your listing up to date.

- Have you got your hot products listed?
- Christmas Opening Times?
- Menu's posted?
- New Year (or before) sale dates?

If your events are not posted onto the public calendar you are missing out on telling in excess of 65,000 people about them! Can you afford to do that? It makes it hard for us to promote you via Social Media too. So login now and don't lose out! The people who say they haven't had results from their listing come renewal time are the people who haven't listed their news and events.

The reason our websites work is because they are dynamic. We are not just a listings website. Oh and remember be accurate and descriptive - our good friend GOOGLE loves it!





*“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”*



John Vincent
The Webmaster

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...

This has been a really busy period so I will just summarise a few of the things we have been doing:

Social Media

We have introduced the facility for you to add links to your blog or LinkedIn accounts if you have them and to add up to two YouTube videos about your organisation. You may also add a YouTube video about each and every location you have on your account too.

Domain Names

Users of our parish websites will have, hopefully, noticed that all the website domain names have changed. The old names will still work well into next year but now redirect users to the new domain. If you have any old links now is the time to renew them please.

All the sites now have domain names that look like this <http://www.alconbury-weston.cambs.info> or <http://www.holme.cambs.info>, they all end in “cambs.info”. This is not only easier to use but enables us next year to include them all into a secure HTTPS environment.

It also gives the game away a little bit that we intend to expand into the other districts of Cambridgeshire.

Filling in the gaps

We already have websites covering most of the larger parishes of Huntingdonshire but there are a few ‘holes’ in our coverage so before we expand into Fenland, Cambridge and Peterborough we are filling in these gaps.

We have recently added new sites at <http://www.great-staughton.cambs.info> and <http://www.great-paxton.cambs.info> to allow us to promote the activities of members in these locations. We have a couple more to do before we get started with the City of Peterborough early in the New Year.

Anyway more about all of that in a little while

Bye for now - Webmaster.

Let me help you get up to date...

Christmas is coming and you are probably running out of time so if you are really busy let me know and I will do it for you.

If you have any of the following over the Christmas and New Year period send me an email at webmaster@jevstar.co.uk telling me the details

- Late night Christmas Opening Hours
- Christmas or New Year Sales OR Special Deals
- Christmas or new Year Parties or Shows (Public ones!)

If you are in any doubt as to whether or not we can include whatever it is you are planning to do just communicate it with me and we'll try to work something out



In the spirit of giving...

We're kicking off with our new quarterly GRAND DRAW competition.

Two prizes will be awarded at our GRAND CHRISTMAS DRAW which is all set to take place on the 19th December.

The prizes are;

1st Prize: 1 YEAR GOLD MEMBERSHIP

2nd Prize: 1 YEAR SILVER MEMBERSHIP

Existing SILVER members can enter too! You could win an upgrade to GOLD just follow the link below.

Don't forget to share this newsletter and the messages on social media so that your friends can enter and join us too!



Follow this link to the [Grand Draw](#)

Or go to this URL—http://www.huntingdonshire.info/competitions/free_membership.asp



The Twitter Logo

@HuntsWeb #HuntsEvent

Is social media working for you?

Last issue we told you about our twitter activity and the hashtag we use for event promotions. We'd love to see more of you asking for re-tweets and this is good for you not only because of our following on Facebook but because everything we tweet and Facebook ends up on our parent page; www.huntingdonshire.info which gets LOTS of VISITORS!

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.

Talking of followers...

We have already followed all of you, that is our existing members, that we have found by wandering about and conducting searches in Twitter. If we have not followed you yet please email me at webmaster@jevstar.co.uk with your Twitter handle and I will do so.

Also, it is good practice, to follow those who follow you because every now and again we all have a clear out and remove redundant links and you don't want to be caught up in that so if we have followed you we would be grateful for a reciprocal link—please!

Check through your other followers too and reciprocate with all the valuable ones who follow you that you would not wish to lose, If you are actively using Twitter this is a very important process or you will end up tweeting to no one.



The importance of Images

Why can't I delete an image in my account?

Well there are some important reasons why we try to discourage you from doing that and there are LOADS of reasons why you should be adding more rather than less and not just on the Huntingdonshire websites either. Read on...

Someone, possibly Frederick R. Barnard, once said "A picture is worth a thousand words". He must have known where the Internet was going. Look at the image on the right, courtesy of [Janet Church Interiors](#), it's "Cute and Cuddly" and attracts attention. Then watch someone doing a search on Facebook, Twitter or on a website. They are not reading the words they are looking at the images and when they find what attracts them, then, and only then, do they go and read about it.



But that is not all. When you publish an image on the Internet it appears in a myriad of other places; like [Pinterest](#) (which is really growing fast) and other Image collections. The image may also be linked from other peoples personal blogs and emails and of course it will appear in all the search engine's image sections.

If you keep deleting images or keep replacing them you loose all these valuable links.

If you have something new don't delete the old images add new ones to move the focus

Don't delete old things, simply add new ones!



The Twitter Logo

Use of images on Twitter

The Twitter people know how important images are, they have a special little button to allow you to easily add them to the limited characters of your Tweet.

We got this from the web this morning:

"Tweets with images uploaded to pic.twitter.com were nearly twice as likely to be retweeted while the use of Twitpic increased the odds by just over 60%."

Doubling your chances of doing business is a GREAT leap forward no matter which way you look at it.

I have a folder on my computer where I have collected a small set of standard images and pictures like the ones below which I can use with my Tweets so that few Tweets go out without some form of image if I don't have a specific one. If push comes to shove just use your logo or a scan of your business card.



But if you REALLY do need to have an image removed...

If you really do need to have an image taken down then all you need to do is open it up and take a note of the IMAGE NUMBER and then email me, the webmaster, at webmaster@jevstar.co.uk with the URL and image number and I will take it down for you after I have checked and removed any other links to it that exist on our websites



Hannah's changed her profile too....



Hannah is now recruiting 'Introducers' who will be responsible for signing up new members. This is part of our plan for growth and will help to balance the membership levels across the Huntingdonshire Websites. All positions are self employed and commission only.

If you know a community person, who is interested in helping business people within the community this opportunity could work very nicely for them so do forward this newsletter to them. Applicants should e-mail a CV and note of application to sales@jevstar.co.uk.



Michael's back!

Hi everyone, apologies that poor health has prevented me from making as many "social and drop-in visits" to see you earlier in the year.

I am now much better and hope to see as many of you as possible prior to Christmas.

We are still the best value for money in terms of "reach and exposure" across Huntingdonshire & Cambridgeshire.

That's it for this month

Unless you tell us otherwise we'll be back with another newsletter in the New Year 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

AND HAVE A GOOD CHRISTMAS TOO...



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