

delphis ltd. 767.449.9632



Web Design * Internet Solutions * Marketing



About Delphis Ltd.

Delphis Ltd. is Dominica's leading web development & e-marketing company.

Our experience has proven that the web is the ideal medium for promoting our island, giving us a global audience, the best advertising ROI, and providing quantifiable marketing.

Visit us at www.delphis.dm for more information on our range of services.

Test your e-mail!

If you are about to do a mail shot or mass e-mailing, always test it thoroughly first! Send it to yourself, and view it in different e-mail clients (e.g. Outlook, Hotmail) This way you can iron-out any bugs before the real thing goes out.

Welcome

Welcome to this our first newsletter, the purpose of which is to share our web design, development & e-marketing experience. We'll discuss design tips and ideas to better market your business online.

The Time is Now

As we move in to the busiest time of the year for many tourism-related businesses, now is definitely the time to look at your website critically.

Are your rates up to date? Could you have a better signature photo? What about those great guest testimonials from last season?

Adding new material to your web site makes it fresher without the expense of a total redesign. And as we discuss below, content is king in the eyes of the potential client **and** the search engines!

E-mail Marketing Essentials

After your website, your first contact with a potential client is your e-mail. So it's worth making the effort to set-up and use your e-mail up correctly.

First, make sure you've a strong & meaningful 'From' for every message you send. This is set in your options, and it's surprising how often one's own identity is neglected!

Then ensure all mail goes out with a meaningful Subject line. People often trash a message if it looks like bulk e-

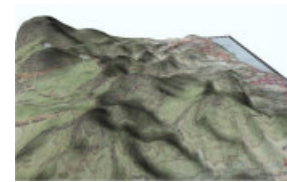
mail, or if it has no Subject at all.

Given the problem of SPAM e-mail, always ensure that you are not using any wording that could be construed as such.

For example, a Subject like 'Save \$\$\$ on your holiday' will be flagged as SPAM immediately! Be careful with the body of your message too, and always thoroughly test your mail shots.

Above all, reply to e-mail enquiries promptly & courteously!

Dominica in 3-D!



3D-Dominica.com is our exciting new site showcasing our hiking

Emerging Technologies

It's often worth taking a look at new technologies with an eye to how they might be used to market your business.

For example, share your experience using a **blog** – search engines love them!

Equally, if you have information you share regularly with people, think about making it an **RSS** feed.

Featured Site



The Dominica Association of Industry & Commerce now has a web presence, with a simple but attractive look, and several dynamic membership tools. www.DAIC.dm

Do you know...?

If you have a search feature on your website, use it to analyse what people are looking for. If popular searches don't find content, add some! And if you don't have a search feature, get one!

Good Sites Market Themselves

A well-designed site is the single-most important component of your online marketing campaign.

Your site must go beyond visual appeal. It must be a call to action, providing the potential customer with all they need to make their decision to do business with you. Get the key information to the potential client quickly and with the minimum of navigation.

Clear copy-writing is essential

to get your message across in a concise but interesting manner.

Good, fresh content therefore is the driving force behind every successful web site.

If that wasn't enough, remember that search engines love content-rich web sites!

Dynamic content is another example of a site component that can keep people returning.

Be Dynamic!

CURRENT WEATHER

At 1:49PM on 5 Oct:



30.4°C/86.7°F
56% humidity
2 mb

Looking for dynamic content for your own web site? Use our **Live Weather** service! It was created after talking to visitors who said it was a feature they often looked for.

Trends & Stats

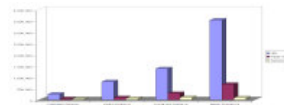
As we come out of that time of the year when traffic traditionally slows down a little, now's a good time to get into the habit of analysing your web traffic.

September saw hits to our main sites on track. Our flagship site **aVirtualDominica.com** had almost 1.4 million hits in the month, while **Visit-Dominica** topped the 800,000 mark.

News-Dominica.com meanwhile lead the way as

usual, with over 3.5 million hits in the month of September!

Check Your Stats



How is **your** site performing? In niche markets such as ours, quality is as important as quantity. Analyzing your site stats will show trends & performance, as well as key

indicators such as how people found your site. In particular, check the keyword referrers, search engines traffic and links.

And if you're looking to advertise on a third-party site, ask them to provide this critical information. Unlike all other media, the web is the one that can provide hard facts about how effectively your promotional dollar is being spent.

Delphis Ltd

PO Box 356
Roseau
Dominica

Telephone

1.767.449.9632
1.767.616.0311

Fax

1.767.449.9642

E-mail

sales@delphis.dm

On the web

www.delphis.dm

What's New

As we continually strive for excellence, we're always adding new features to our sites.

All links to our client pages and domains **track click-throughs** so that you can see how much traffic we drive to

your web site. This feature has recently been improved to show stats by the month graphically.

Another new feature we've added to aVirtualDominica.com is to

allow visitors to make **Reservation enquires** to one or more properties instantly. It's critical to always think about 'closing the deal' and this feature is part of that philosophy. Visit <http://www.avirtualdominica.com/bookit.cfm>