

YOU CAN HAVE YOUR CAKE, AND EAT IT TOO.

NO TEMPLATES HERE!



What's New at BalanceLogic



BalanceLogic Launches New Website for GTMR!

We are very excited to unveil a brand new website for Hollywood, Maryland based company GTMR (Global Technology and Management Resources) Inc.! This new custom designed and developed website includes comprehensive information on the range of services that GTMR provides for a select range of Communication and Electronic Systems and services used on military and commercial platforms. Check out their new website in our portfolio or at www.gtmrinc.com.

This Month

What's Happening

Interesting Information

Monthly Tip

About Us

#1 TIP: WEB DESIGN

Your logo should be present at the very top of the website and should link back to your homepage from any page that someone visits on your website.

Quick Links

More About Us

IT Support Services

Marketing Services

Graphic Design Services

Bookkeeping Services

Web Design Services

Business Consulting

Voice Solutions

Testimonials

Fun Facts

The website hampsterdance.com was created in 1998 as a result of a competition between two

Interesting Information: Company Websites

Your company's internet presence is becoming more valuable every day. The percentage of smartphone owners has increased dramatically in recent history, with almost 90% of all adults in the United States owning a cell phone and over half using their phone to browse the internet. That means many of your potential customers are using their phones and the internet to find your company, making your website and online presence more important than ever. Below are a few tips to improving your existing website or items to consider if you are going to build a company website!

1. Your website should be clean and easy to read. You can accomplish this by minimizing the number of images and videos throughout your website. The brain has a hard time processing a lot of information at once, so make sure your photos and videos bring attention to the most important points.
2. Choose fonts that are easy to read. Use fonts that will translate well over several formats including smartphones, tablets, and monitors. The font should also be a standard font that all devices will be able to recognize such as Arial or Tahoma.

Canadian sisters to see who could generate the most traffic and is one of the earliest examples of an internet meme.

IMDb is one of the oldest websites on the internet, and began on Usenet in 1990 as a list of "actresses with beautiful eyes."

Microsoft once threatened to sue a high school student named Mike Rowe for creating a website called mikerowesoft.com

Suggestion Box

We are very interested in hearing feedback on how we can make *The BalanceLogic Insider* more valuable.

Please let us know what you expect from this newsletter each month by sending an email to:
info@balancelogic.com

3. Consider using a mobile responsive platform. A mobile responsive website will adjust accordingly depending on the device that is being used to view the website. This will allow your potential customer to get the most of their experience of visiting your website.

Download the
Breaking Through the Marketing Barrier Ebook
TODAY!



Monthly Tip: Optimize Your Website Content

While having a website presence is a great first step to building an online presence, optimized content will get your website found on search engines and by your potential customers.

1. Add ALT tags to all of your website images. Search Engines can't "read" your graphics, so you have to add relevant text in titles, captions and descriptions. These descriptions should include relevant keywords to your company.
2. Use keywords in the titles of your webpages. The keywords should be relevant to the content on the webpage.
3. Avoid keyword stuffing. Keyword stuffing is the practice of overusing certain keywords to manipulate your site's ranking in search results. This can lead to a negative feedback from search engines, including being banned.

Be Part of Our Conversation on **FACEBOOK!** We're Also Now on **PINTEREST!**

About Us

BalanceLogic® is a leading back-office support and services company providing [IT Support & Management Services](#), [Web Design Services](#), [Graphic Design Services](#), [Marketing Services](#), [Bookkeeping Services](#), [Business Consulting](#) and [Voice Solutions](#) to the small business community. Our focus is to provide our clients with services that result in cost savings and business operational efficiency.

The Answer for Small Business!™

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