

SO MUCH
BETTER!



What's New at BalanceLogic



Check Out Our Updated Portfolio!

Have you checked out our portfolio lately? We have added our most recent projects including Social Media, Web Design, Logo Design and Marketing Collateral! Check them out below.



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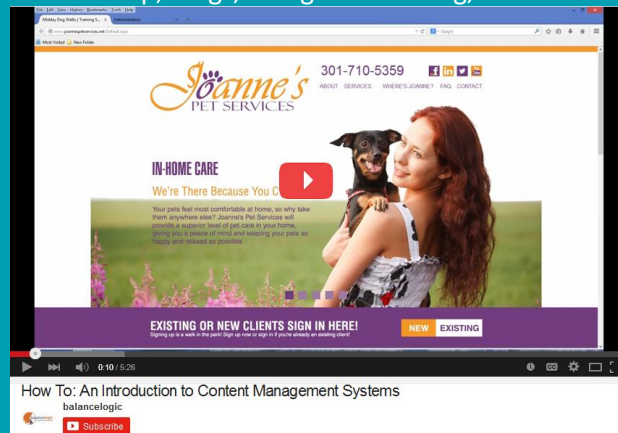
Fun Facts

40% of people will leave a website if it takes more than 3 seconds to load.



Interesting Information: Content Management Systems

A Content Management System is the backend of a website, which allows users to edit a website. This includes editing and modifying content, deleting old content and publishing new pages. It also controls access to other features within a website, which could include Newsletters, Article Generators, Support Forums, Membership, Blogs, Navigation Sorting, and much more.



Users usually read about a quarter of the content on a webpage.

Mobile users make up about 27% of the web usage.



TIP TUESDAY

Small business tips that we provide every Tuesday on  and 

Find out how BalanceLogic can restore your brand and corporate identity

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

This [tutorial](#) shows the feature that are built into the Content Management System that we use to update all websites designed and developed by BalanceLogic.

#1 TIP: Above the Fold

Put your most important information "above the fold" on your homepage. This means that content such as your company name, phone number, and even your address should appear before a visitor has to scroll down or click any additional links on your website.

Monthly Tip: Search Engine Optimization

Once you have a beautiful and responsive website, you have to be able to be found on search engines! Search Engine Optimization is a series of techniques used to make sure your company's website appears on search engines when looking for specific keywords that pertain to the products & services your business provides. Below are three rules to get started on SEO for your website.

Brief and Descriptive Page Titles:

Your page title should accurately describe your page, so Google and other search engines can distinguish what content is on what page. It should also be short enough that the entire title shows in the search engine results. If it is too long, it will be truncated.

Build Internal Links:

Another easy way to help Google and other search engines catalog your website is to create internal links! For instance, if you have a Contact page, make sure to link to it on several pages.

Update Your Website Regularly:

Search engines are constantly changing the rules for SEO and how websites are ranked. However, one way to combat these changes is to constantly update your content on your website. This signals to the search engine that the website is active. A good way to accomplish this is to include a new article center on your website and update periodically.

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

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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