

HAPPY VALENTINE'S!

BalanceLogic® is a back-office support and services company providing [Accounting & Bookkeeping Services](#), [IT Support & Management Services](#), [Web Services](#), [Graphic Design Services](#), and [Administrative Services](#) to the commercial and government markets. Our focus is to provide our clients with services that result in cost savings and business operational efficiency.

We have built our business on confidence, trust, reliability, and commitment to our clients. We value our clients and believe in strong, long term business relationships.

Whether your start-up, emerging company, nonprofit organization, or a fortune 500 company, BalanceLogic can provide you with the back-office services to keep you running smoothly and maintain your competitiveness.

We understand how critical small business operations are to the success of any organization whether it is for profit or not for profit. By working with us, you will definitely have the control you are looking for and an edge up on your competition.

BalanceLogic is your one stop small business partner.

Do you LOVE your website?

A professional website is by far the most important marketing tool for your business. It gives clients and potential clients immediate access to all of your company's information. If your website is outdated or has incorrect information, users are not getting the information they need. Having a website that is easy to navigate is important as well. If a website isn't appealing to the user, they will leave.

BalanceLogic® Web Services provides affordable website design and consulting. Our quality, hand coded websites are built from scratch and done right the first time. You won't have to deal with the limitations and restrictions of a pre-designed template. What sets us apart from our competition? We walk you through every stage of the process. From first contact to the launch of your new website.

Whether you're starting from scratch or redesigning your existing website, we will give you the solution you're looking for!

Our web design services give you value for your money. We build dependable client relationships and provide you with personal communication. All our websites are designed from a "blank paper", so your site is guaranteed to be unique and created just the way you want it. Whether your web design project includes ecommerce features, a database, graphics design, or assistance putting together an Internet marketing plan, we are there to help you.

A Sweetheart of a DEAL!

FREE T-Shirt to Everyone Who Signs Up for BalanceLogic Reflexion in the Month of February!

Available to The BalanceLogic Insider subscribers only!

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MONTHLY tip SEARCH ENGINE OPTIMIZATION

Here are 3 great ways to get your website found on search engines.

1. Be sure each page has a Page Title, Page Description, and Page Keywords.
2. Use meta keyword tags. Use specific keywords and phrases that users are likely to input in a search engine.
3. Use ALT tags. ALT tags are the descriptions for pictures that will load before the picture is loaded.

TOP 5 WEBSITE DESIGN MISTAKES MADE BY SMALL BUSINESSES

1. Having bright, flashy colors. Websites are designed to be informational. If a user can't look beyond the color scheme, they aren't getting the information they need.

FREE RESOURCES

Look for this valuable resource in every issue of *The BalanceLogic Insider*.

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

2. Having text that is unreadable, either because of the color scheme or the font style.
3. Having a layout that doesn't flow. Again, if users can't find the information they need, the site is useless.
4. Having external links that open in the same window. Any links to another source should be opened in a new window.
5. Having a domain name that is too complicated. A domain name should be easy to remember and easy to spell.

Introducing BalanceLogic Reflexion



Reflexion Total Control (RTC) is a hosted email security service that blocks

unwanted email before it reaches the corporate network. BalanceLogic Reflexion's unique technology also identifies address-sharing and the sources of spam, and provides concrete tools for preserving the integrity of one's primary email address. Automatic inbound email queuing assures email continuity in the event of a local server outage, and outbound email filtering protects one's reputation and helps avoid the business disruption of IP address blacklisting.

[Contact Us](#) to Learn More About this Simple But Powerful Email Protection Service!

Happy Valentine's Day from The BalanceLogic Team
<http://www.BalanceLogic.com>

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BIG BUSINESS PROTECTION AT A SMALL BUSINESS PRICE!



PROTECTION SERVICES	0 - 99	100 - 500	500+
Reflexion Total Control (RTC)	\$5.00	\$4.00	\$3.50
Reflexion Archiving, Discovery and Recovery (RADAR)	\$7.00	\$6.50	\$5.50
Total Control Email Encryption	\$8.00	\$7.50	\$7.00