



Web Keys News

October 2004

Dear Clients



Welcome to the first edition of Web Keys News.

What is Web Keys ? Simply a trading derivative of York Administrative Services & MDR Computer Services with a specialised focus on Internet and web site activity as distinct from our other business interests. The only change for you as one of our valued clients is an even more direct focus on customer service maintaining our high standards and attention to detail.

Through Web Keys News we will endeavour to answer some of the many web, internet & general computer questions raised over recent months by clients and their web site visitors. Also through Web Key News we will provide our clients with information relating to significant industry changes & company development information.

One industry change is responsible for a frequently asked question.

Why do many of the call buttons on web sites in general (not just York & MDR sites) not display on my screen?

Microsoft windows supports a product known as Java Scripting however Java Scripting no longer seems to functions on some systems using Microsoft windows. In order for web sites using a call button created in Microsoft Front Page known as a "Hover Button", to display correctly, the PC needs to be running Java Scripting. This product is available as a free down load, however the download file size and technical issues would in many cases be difficult for basic computer users to manipulate. We are happy to provide clients and their web site visitors details relating to this free down load. York & MDR have decided to remove "Hover Buttons" replacing them with a call features fully supported by Microsoft Windows.

This change over has commenced & completion is expected by the end of October.

\$ HOT - SPECIAL \$



Do you have a business
their Business?
web site is published you will receive the next quarters hosting fees without charge, as a thank you.

contact not using a web site to promote
Introduce them to Web Keys. Once their
hosting fees without charge, as a thank you.

This opportunity applies to either webs sites already developed (in Microsoft Front Page) which require hosting only or new sites which require development and hosting.



[INTERNET PROBLEMS](#)

[WEB SITE ACCESS](#)

Web site visitors unable to access sites or pictures and other design elements. There are many reasons for such difficulties.

Sites hosted by York & MDR have undergone rigorous testing using operating platforms and varied PC configurations by testers throughout Victoria and are confirmed to be working correctly.

[PICTURES](#)

When viewing any web site with significant numbers of pictures some pictures may seem to not load. Pictures & some web elements (eg banner headings & hover buttons) can be VERY slow.

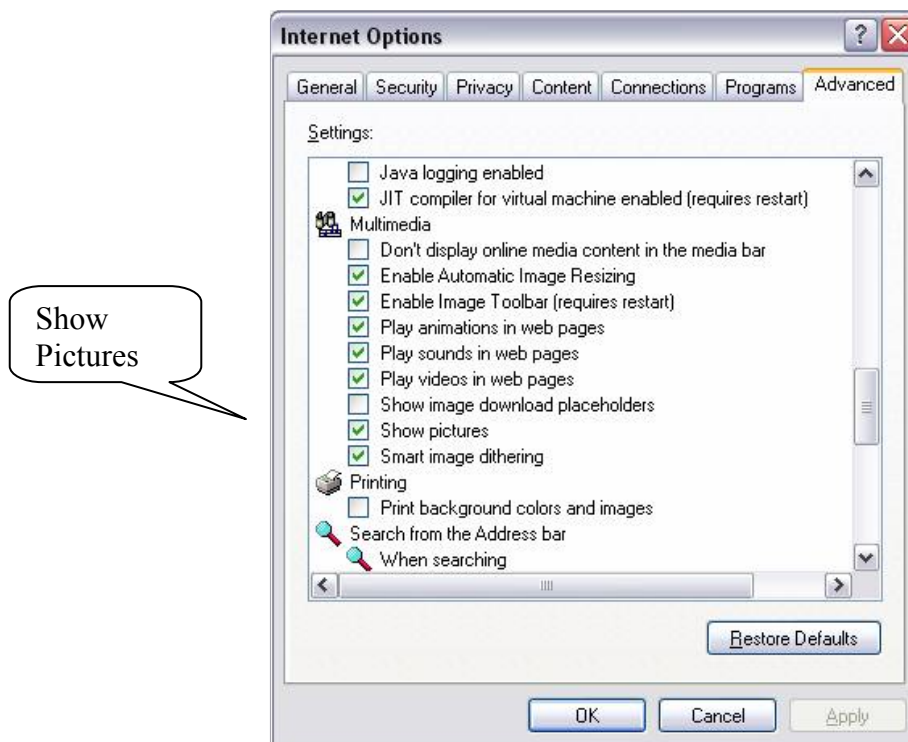
Check your PC configuration setting. It may prevent pictures from loading.

Download pictures might impact on an internet monthly service charge.

How to check.

Review configuration.

Show pictures MUST be turned on (ticked) to view.



Web Advertising

[Working Web Sites](#)

The Internet is the fastest growing service directory and can provide your Business with opportunities to reach customers throughout Australia including those in remote areas.

Your current advertising allows potential clients to view in more detail, information

about your business. Location, hours of trading, class lists, sale items etc. even when the office is **CLOSED**.
BUT!!!!!!! in order to gain maximum benefit from your site several things need to be considered.

- Is the information displayed current?
- Update pictures / & sales promotions regularly.
- Does the site have bidirectional links – (expanded business opportunities).
- Do you promote your web site on all correspondence (letter head, business cards etc)
- Do you maintain a client email list for promotional opportunities?

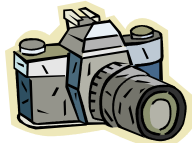
There are numerous ways to maximise the benefits of your web site if you would like more information please contact our office or ring Sharon & Mark, they will be happy to assist in further developing your site, ensuring it works even harder.

Promotional Opportunity

One of our clients runs day & over night shopping tours & as part of these tours participants receive a show bag containing information and samples.
If you would like to include advertising flyer we are happy to organise this however require 60 copies by October 10th.

Talking pictures

In many cases the addition of a photo can enhance a web site for example the view of your shop, key members of staff, new products



however for sites, over use of pictures can then cause page loading problems. As with many things in life balance is important. The inclusion of photo's can be a quick and simple matter especially digital images. You may send the occasional image to us via the internet, which can then quickly be displayed on your web site.

(Multiple images should be sent via disk)

Some web clients experience difficulties taking good quality pictures, editing & sending suitable images, help is available. Web Keys has contact with a proficient digital photographer using state of the art technology who would be happy to assist. For more information (including fees) about this service please contact Sharon on 0418531729.

If you would like further details about issues raised in Web Keys News please don't hesitate to telephone.

Have a great week

Sharon