

04 10 2007

## Star Global Newsletter

### Issue 3, Volume 1 - April 2007

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Greetings,

Star Global created this monthly e-mail newsletter, filled with information about web based tools and technology to help you optimize and empower your business online.

This month we'll discuss a recent web site Case Study and how it relates to a professional photogallery. This broadcast and future articles will cover these topics and more...

READ ON AND LEARN WITH US!



### Did the competition steal your business?

Case Study:

Recently, I did an online search for a company (Company A) in Victoria, BC. I searched their company name through the Google search engine. I began my search with: Company A + Victoria, BC\*.

What did I find?

One of their competitors (Company B) took top position, even though the company name was completely different. To make matters worse, Company B had a great web site, explained their process and estimate service in detail. They also had great professional photos which were varied, and well categorized according to project. As a consumer, I was immediately impressed. In their line of work, presenting an online photo portfolio is integral to getting the next job.



Since I could not find Company A online, I had to find their business card to get the web site address. I then typed in the exact domain address (www.companyA.com) and found their web site.

Company A's web site was not created professionally, and consisted of images that overlapped, and loaded very slowly. At time of writing this, their web site actually crashed my computer. Oh joy. Although I know that Company A is a highly qualified, long time professional in the industry, their web site simply did not reflect any of these characteristics. Had I not been aware of Company A's expertise, I would probably would have chosen to get my estimate from Company B, while trying to forget that Company A's web site made me restart my computer.

A well designed web site includes:

- Professional template design
- W3C standards programming
- Easy to access information
- Well-written text, free of grammar and spelling errors
- Photo-gallery that is easy to load
- Good quality photos

All of these items add up to acquiring new business through your web site investment.

**\*Note: Search Engine Optimization and Promotion will be discussed in a later issue. Discussing searches for your web site via keywords and phrases (rather than company name) is an entirely different kettle of fish, and will take more space than this month's newsletter will allow.**

## Photo-Gallery Ideas: Professional & Cost Effective

Some businesses need to present photos of projects they've completed. For example:

- Contractors
- Painters
- Artists
- Photographers
- Event & Conference Planners
- D&C & Displays
- Interior Designers
- Festivals



In the article above, we discussed how a good online Photo-Gallery can make or break new business for you. Let us share with you a great new third party program that we've started suggesting and installing.

SimpleViewer  
by Airtight Interactive.  
<http://www.airtightinteractive.com/simpleviewer/>

It really is simple. We love it.

SimpleViewer is a free, customizable Flash image viewing application. Visit their web site and check out demos for both high and low resolution images. SimpleViewer is easily customizable to display your images.

Features:

- Intelligent image pre-loading.
- Intuitive image navigation
- Lightweight (17k).
- Customizable interface - Set text color, frame color and width, navigation position.
- Resizable interface - Interface scales to fit browser window.
- Cross platform - Windows/Macintosh/Linux (requires Flash 7 or higher).
- Flash 7 detection. Users without Flash 7 are messaged to upgrade Flash.
- International font support.
- Keyboard Navigation (Cursor keys, Home, End, Page Up/Down)
- Mousewheel navigation
- Optionally right-click to open image in a new window.
- Free Software!

If you would like us to help you get connected with SimpleViewer, just give us a call.

Star Global has served over 600 clients for more than 9 years and has proven itself as a skilled and stable technology partner, with a goal to exceed our clients' expectations. Star Global specializes in developing and re-structuring web sites for businesses.

Please give us a call if you need any help interpreting your web needs.

**Sincerely,**

Star Global Advanced IT. Corp. Ltd.  
9C-671 Fort Street, Victoria, BC V8W 1G7

Toll-free: 1.877.381.2800 (North America)  
Tel: 250.381.2800  
Fax: 250.381.2806

Email: [news@starglobal.ca](mailto:news@starglobal.ca)  
URL: <http://www.starglobal.ca>