

# Google loves Business in Berkshire's Unique Christmas Present

**K**eith Steptoe of The Cook's Friend Company recently published a short article on Business in Berkshire entitled 'Unique Christmas Present Anyone?' promoting his patented retractable oven gloves as an unusual Christmas gift.

The response has been amazing, with the article jumping up to page one of Google within days for the search term 'unique Christmas present'. Once again, this example illustrates the power of Business in Berkshire as a marketing and PR tool.

Keith's company, The Cook's Friend, supplies a specially selected range of kitchenware. As Keith explains 'we supply high quality, innovative and functional products specially selected for the enthusiastic cook'. As well as the famous 'HandyMitts' retractable oven gloves (Keith's own patented design), the company supplies a range of kitchen aprons, knives, carving dishes, pots and pans and barware – plus a fantastic collection of scales and timers.

It's not the first time The Cook's Friend have achieved great results through the pages of Business in Berkshire either. Back in the summer, Keith promoted his personalised BBQ aprons and again scored some very impressive rankings on Google as a result of regular postings on Business in Berkshire.

The system works like this: because our website contains all the ingredients Google loves (ever-changing content, plenty of links etc) its spiders return again and again to check out our pages. As a result, our rankings on Google – and indeed other major search engines – are always impressive.

Are you tapping into the awesome PR possibilities presented by Business in Berkshire? If not, now is a good time to consider joining us. Or if you're already a member, are you making the most of your membership? Do you need any help to move things forward? Or is it time to upgrade your membership to the next level?



[www.christmasinberkshire.co.uk](http://www.christmasinberkshire.co.uk)