

LiaiseOnline

There is no getting away from it. We are all getting increasingly bored with all the plethora of crap that comes through our mail box each day.

We might look at it for 0.5 seconds if it has a jazzy pic on the front but otherwise we are likely to just add it in the recycling programme.



On Saturday we went to the Iron Maiden concert and there was one chap handing out flyers that had cost probably £50 per 1,000. 5 yards on and the first of 1000 flyers were strewn across the pavement. And who was stood 5 yards further on, a man from the council with his bin bag, plastic glove and flyer picker device probably being paid £5 per hour by a firm earning £50 per hour to cover the liability, training and flyer picker device handling course he had just been on!

What a complete waste of everyone's time and energy!

Today, if any of us are looking for something, the first place we go is the Internet, pop a browser and go and search. 90% of those searches will be done on Google and the only way to be found for stuff you do is to have web pages that talk about you and what you do for others.

If these are part of a small site i.e. < 20 pages, then the chances are that the search engines may take some time to find it and then only visit very occasionally. If you want to be found on a regular basis then you need to have content changing frequently so it then flags up as news and the search engines come back for more.

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