

08/11/06

Greetings WCM Vendors and Partners!

In this issue:

1. July Web Activity Report
2. Updating Your Webpage
3. Photo Editing
4. Locally Grown and Made

1. JULY WEB ACTIVITY REPORT

The July web activity report is in and WCM had another record breaking month with over a million hits from 13,191 unique visitors to the site! This is great news as we start preparing for the holiday shopping season. For those of you who have not yet loaded products for sale onto your webpage – now is the time! If you need assistance in any way, please contact me at kbriggs@wisconsincommonmarket.com.

2. UPDATING YOUR WEBPAGE

In the last E-Newsletter, a WCM vendor referenced “periodic updates” as one of the causes for his online sales success. Updating your webpage monthly not only makes it worthy of return visits by customers, but informs the external search engines that your web page is being actively maintained. Without regular updates, your page rank will slowly lower as the search engines consider the information old and outdated. One of the easiest ways to keep your webpage fresh, is to update your member description with the latest news and upcoming events for your business. For example, if you travel the art and craft show circuit, detail your upcoming schedule and let your fans know where they can find you when. If you operate a farm, engage potential customers with progress reports on your growing season. If you run a retail store, notify clients when you expand or introduce a new product line. If you have any questions on how to update your member description, please contact me!

3. PHOTO EDITING

Product photos that are poor in quality or too large to download in a timely fashion will hurt your online sales. Fortunately, new WCM member, Pat Guilday of Abby's Place, has recommended a fabulous new tool that will ease all your digital photo editing woes. Picasa is a free software download from Google. Have you ever loaded photos onto your computer and forget where you put them? Picasa will automatically find and catalog all the images currently on your computer. With all of your images in one place, you can then easily select a specific photo and crop it, resize it or edit it with numerous different fixes, lighting and color effects. You can even create a gift CD to distribute to family, friends or retailers interested in potentially purchasing your product wholesale. For more information, visit <http://picasa.google.com/>. Pat's business, Abby's Place can be viewed at <http://www.wisconsincommonmarket.com/AbbysPlace/> and <http://www.abbysplace.us/>. (If you have any tips you would like to share in the next WCM e-Newsletter, contact me at kbriggs@wisconsincommonmarket.com.)

4. LOCALLY GROWN AND MADE

WCM Partner. River Country RC&D, has invited WCM members to exhibit at their annual Locally Grown and Made Marketplace on September 10, 2006 at the Eau Claire County Exposition Center. For more information, please view the brochure at <http://www.wisconsincommonmarket.com/locallygrown.pdf> .

Karman Briggs
Wisconsin Common Market Manager
418 Wisconsin St
PO Box 540
Eau Claire WI 54702-0540
ph: 715-836-7511, #174
fax: 715-836-7580
<http://www.WisconsinCommonMarket.com/>

***Reminder: To View past newsletters or to download WCM marketing materials, visit <http://www.wisconsincommonmarket.com/whitepapers.cfm> .