

Greetings WCM Members & Partners!

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1. Image Watermarker Tool

Pat Guilday of Abby's Place (<http://www.wcm1.com/AbbysPlace/>) found a great little tool for adding watermarks to the digital photographs of your products:

<http://downloads.zdnet.com/download.aspx?&compid=64002&docid=304997&tag=nl.e530>. Adding a watermark to a digital image is a simple way to protect unauthorized replication of original artwork. If you have a useful tool or tip you would like to share with the WCM community, email it to kbriggs@wisconsincommonmarket.com.

2. PayPal Spam

You are probably well aware of the fact that there are a number of **disreputable people** posing as PayPal in order to gain access to your personal financial information. However, because of the large amount of PayPal related spam floating around the internet, it is very likely that legitimate email from PayPal may occasionally get trapped by your personal spam filter. Because of this, it is important that you check your PayPal account on a regular basis to view incoming orders. Relying on the PayPal email notification alone is not prudent.

3. Fall Intern

We have a new technical writing intern from UWEC starting this fall. Over the course of the semester, she will be available to work with WCM members on a one-on-one basis to optimize their individual WCM web pages for search engines and customers both. If you would like assistance from the intern with sprucing up your business and product descriptions, please contact kbriggs@wisconsincommonmarket.com. Due to the intern's time constraints, assistance will be granted on a first come, first serve basis.

4. Gift Baskets

If you are interested in pursuing the development of gift baskets and/or wholesale lines with other members of the WCM community, contact kbriggs@wisconsincommonmarket.com.

5. SEO Tip – Google Maps

A simple and free way to improve the visibility of your business on the Google search engine is to register with Google Maps. With greater emphasis on local search results, registering with Google Maps allows customers searching for the product or service you provide in your area to not only easily find you online, but to see exactly where you are located.

https://www.google.com/local/add/login?hl=en-US&gl=US&utm_medium=et&utm_source=bizsols&utm_campaign=maps