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**December 2022**

# The Big Sky and Aggieland Report

## Tips, Thoughts, Trivia and Fun

**Brought To You by Big Sky Internet Design and Aggieland Website Design**

## **Tom's Thoughts >>>**



### **Christmas Season Memories**

Christmas time has always been my favorite time of year. I remember in elementary school a teacher made us write up a report about if we liked Christmas Break or Summer Vacation better and why. I easily choose Christmas!

You see, I was the youngest of 4 kids, my brothers are 10 and 8 years older and my sister 6 years older. Yep, I was the accident!

Anyway, I remember some of my earliest Christmas memories were my brothers coming home from college and the house being full again. Playing cards, racing slot cars, and snowball fights (I always got killed, no mercy!).

We lived across the street from the Lyndhurst, Ohio city park. They flooded a parking lot for ice skating and that is where I learned how to skate from my oldest brother, Mike. We would lace up our skates on a Saturday morning in the warm house and trapse through the snow to the parking lot carrying shovels to clear the ice.

Next came learning how to play Hockey and making goals out of snow mounds. Course finding the puck after a shot was always a chore! I Love Family Christmas Memories.

I pray you make wonderful Christmas Memories and have a VERY Merry Christmas!

**God Bless! Tom**

### **Christmas Wish**

Merry Christmas!

Carrie and I wish you and  
Your Family a Wonderful  
Christmas Holiday Season!

May it be Full of Joy,  
Your Happiness be Large,  
and your Bills be Small!

Please have a Blessed  
Christmas and a Wonderful  
and Prosperous New Year!

God Bless,  
Merry Christmas  
and Happy New Year!  
Tom +  
Carrie

# SEO Scams – Scam of the Month

We have seen an increase of clients contacting us about SEO (Search Engine Optimization) Companies contacting them about increasing their rankings in the search engines.

These companies are going down our client lists on our websites and contacting you! That is actually pretty clever!

Here is what I tell everyone about SEO Companies. The vast majority are not worth the money. We have had countless clients try them over the years and 98% have not had success or felt it was worth what was being charged.

The biggest scam is an SEO “expert” will reach out and offer their services with guaranteed rankings.

How It Works: The SEO company might do some work on your website – updating a few tags, building a few links, and

maybe even writing a bit of content.

After a few months, they'll show you “results” in the form of a report showing a web page from your website in the number one position for one or more keywords.

Why It's A Scam: The “guaranteed rankings” will be for keywords that appear relevant to your business, but in reality have little or no value.

During the process of landing you as a client, the scammer will do just enough keyword research to find a nice collection of relevant but low-competition and low traffic volume targets that give the false appearance of success.

Your company ends up ranking for a bunch of useless keywords, and you wasted money. There's the real chance that the tactics used to rank you quickly can also get your website kicked out of Google.

## Featured Client Website Redesign

### McLaughlin Ranch - McLaughlinRanch.com

**2012**



**2022**

Thank you to Jeff and Kay Barnes and their daughter Niki, clients since 2012. Niki spearheaded the redesign of their original site and teamed up with Debbie to make a stunning new website!

McLaughlin Ranch Cutting Horses was established in Wilton, California in 1994. The Ranch was developed with a vision to breed and raise Cutting Horses of uncompromising standards. They designed and built the ranch as a complete facility, not only housing broodmares and foals, but also a complete training operation for the show horses.

### Time for your Website Redesign?

If your site was **built before 2014ish**, it is time to consider an upgrade! The biggest clue is to check out your website on your phone. How does it **compare** to your competitors? Do you have to **painfully** pinch and scroll and zoom to use it? **Imagine** yourself as your prospect or customer and what they are thinking! If so, **it is time!**

**Contact Tom before 12/10 for an AMAZING 2023 OFFER!**

## No More Excuses!

Excuses are what we give ourselves when we don't want to admit that we are where we are because of our own choices. The truth is we can always find grounds **not** to pursue our goals. After all, **our reasons are reasonable**.

It is said that if you really want something, you will find a way. If you don't, you'll find an excuse. Excuses are subtle reasons you create to justify why you can't succeed.

### But every excuse can be countered:

- I don't have the education. Learn more.
- Nobody believes in me. Believe in yourself.
- It's never been done before. Be the first.
- I'm too busy. Schedule time.
- This just isn't the right time. It never will be if you keep making excuses.

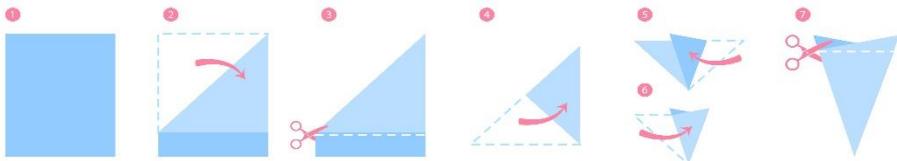
You have to ask yourself, **how badly do I want this thing?** When you truly desire a goal/dream, you will eliminate any excuse and rise to the occasion to achieve it.

Taking responsibility for where you are in life at this very moment is the foundation for success. Living an excuse free life starts you on the pathway to success.

**“He who is good at making excuses is seldom good for anything else”— Ben Franklin**

Paraphrased from Day 29, Live Your Dreams,  
Terri Savelle Foy

## HOW TO MAKE PAPER SNOWFLAKES



USE YOUR IMAGINATION AND SHAPE SNOWFLAKE BY CUTTING EDGES IN DIFFERENT WAYS



Why didn't Lassie have to save Timmy on Christmas Day? No well.

I accidentally ate my cat's food last night. Don't ask meow.

If your friend wants to say the word "motel" backwards, letom.

What's the hardest part of being addicted to money? The withdrawals.

Three conspiracy theorists walk into a bar. You cannot tell me that's a coincidence!

What did the cowboy say at his second rodeo? This ain't my first rodeo.

Why do scuba divers always fall out of the boat backwards?

Cause if they went forwards they'd just fall in the boat.

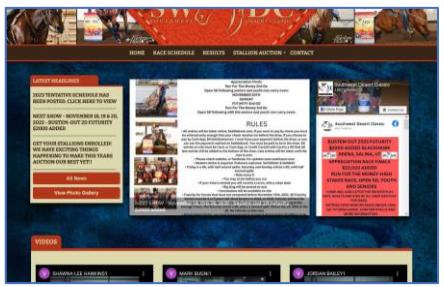
## New Clients Spotlight – Welcome!



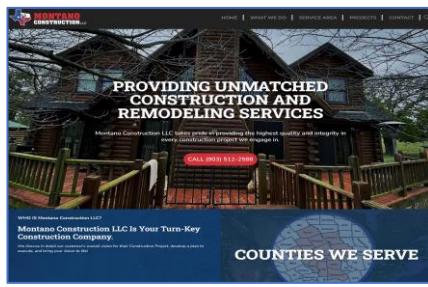
**Augusta Futurity**  
AugustaFuturity.com  
Augusta, Georgia



**Southwest Desert Classic  
Stallion Auction**  
Axtell, Utah



**Southwest Desert Classic Assoc.**  
SWDClassic.com  
Axtell, Utah



**Montano Construction**  
MontanoConstruction.org  
Buffalo, Texas

## Christmas Useless Trivia

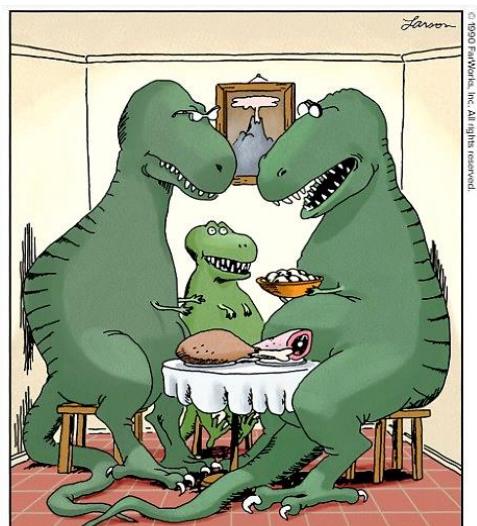
- Mistletoe means “dung on a twig”. It spreads through bird droppings.
- Santa Claus travels an average speed of 5.083 million miles per hour to hit each household on Christmas Eve.
- 75% of Americans don't like their gifts with 33% choosing to regift, 27% to charity, and 14% cutting their losses and selling while the item still had value.
- There are approximately 15,000 decoration-related emergency room visits each holiday season.
- The average American consumes 7,000 calories on Christmas Day.
- Japanese families celebrate Christmas with a “Party Barrel” from KFC.



**THE FAR SIDE®**

by GARY LARSON

[TheFarSide.com](http://TheFarSide.com)



"Hey! I'm trying to pass the potatoes! ... Remember, my forearms are just as useless as yours!"



Early but unsuccessful practical jokes

32 Raven Drive - Bryan, Texas 77808



We reward \$100 Gift cards for Referrals.  
 We add \$100 to the Referral Reward each  
 month it is not rewarded.

The Referral Reward for December is  
**\$300!**

### Website Redesign Offer

Contact Tom BEFORE 12/10/22  
 For AMAZING One-Time Savings  
 on your Website Redesign.  
 It'll be Christmas coming Early!

Contact Tom | 979-217-1544  
[BigSkyInternetDesign.com](http://BigSkyInternetDesign.com) / [AggielandWebsiteDesign.com](http://AggielandWebsiteDesign.com)

### 2022 – 2023 Stallion Service Auctions

Women's Professional Rodeo Assn.	10/15/2022 11/30/2022	Texas Quarter Horse Assn. (Race)	12/1/2022 1/12/2023
Colorado Classic Stallion Incentive	1/1/2023 1/21/2023	Heritage Days Classic	TBA
Southern Cutting Futurity	11/4/2022 11/31/2023	National Youth Cutting Horse Assn.	11/1/2022 12/16/2022
National Stock Horse Assn.	11/21/2022 2/8/2023	Cascade Cow Cutters	12/1/2022 1/10/2023
Cowboy States Stallion Incentive	12/1/2022 1/29/2023	Quarter Horse Racing Assoc of Indiana	12/9/2022 1/15/2023
Utah Quarter Horse Racing Assn.	TBA	Alberta Reined Cow Horse Assn.	12/15/2022 2/1/2023
Oklahoma Quarter Horse Racing Assn.	12/15/2022 1/27/2023	Louisiana Quarter Horse Breeders Assn.	TBA
Los Alamitos Race Track Chaplaincy	TBA	Arizona Quarter Racing Assn.	1/1/2023 1/31/2023
Western States Cutting Horse Assn.	TBA	Triple Crown 100	12/15/22 1/31/2023
VGBRA Stallion Incentive	1/2/2023 2/5/23	Pacific Coast Cutting Horse Assn.	1/4/2023 1/18/2023
Texas Quarter Horse Assn. (Barrels)	1/12/2023 2/12/2023	Utah Reined Cow Horse Assn.	TBA
Speed Horse (NEW)	12/1/2022 1/26/2023	National Reined Cow Horse	12/22/2022 1/8/2023
Women's Pro Rodeo Assn.	10/15/2022 11/30/2022	Southwest Desert Classic (NEW)	1/15/2023 2/15/2026

Go To [StallionAuctionsOnline.com](http://StallionAuctionsOnline.com) for the complete updated listing!

### Keep it Updated!

Get the most out of your website.  
 Google and your customers will love you for it!

Use this QR Code to easily send an update email to Debbie at  
[Updates@BigSkyInternetDesign.com](mailto:Updates@BigSkyInternetDesign.com).



### Newsletter Archives:

[BigSkyInternetDesign.com/Newsletters](http://BigSkyInternetDesign.com/Newsletters)