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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 >>>

Well, that did not work out the way I expected!

Earlier this month I emailed my Magic Wand survey to everyone that receives this newsletter to find out what everyone's pain points are. This is part of my ongoing education in marketing our business. The idea is to see if there are common issues (known as 'bleeding necks') that we could help you with. Basically, trying to find out how we can serve you better.

After so much time and anguish on the 3 key questions, I totally missed asking for responses based on your business and/or website. Yep, forgot that part!

I got all sorts of responses about getting old too fast, health concerns, world peace, getting horse ears to stand up for pictures, better weather, etc. Not exactly what I was after!

However, the interesting thing was some responses were about issues with their website that we had no knowledge about! That was very valuable, and I have reached out to those clients to see what we can do to help.

Little did I know that I opened the door to tell me about things they ordinarily would not email or call me about! That was awesome!

Here's to better communication!
Tom

Best Ways to Get Online Reviews

Last month we talked about the importance of online reviews on platforms like Google and Facebook. FYI... past newsletters are on our website at BigSkyInternetDesign.com/Newsletter.

Now that you understand the importance of online reviews, the next questions are how do you get them, what type of reviews do you want, what if you get bad reviews and when you get them what do we do with them?

Getting reviews is as simple as asking your clients/customers for them. Most clients/customers will be more than willing to rate you on a star system and then write a review, particularly if they are happy with you and your service. The key is it must be **really** easy for them. In fact, we will be asking all new clients for a review when their website goes live as part of our 'Go Live' process. Plus, we'll be asking for reviews with invoices.

A 5-star system makes it very simple, but ideally you also want a written review, as that will mean much more to your prospects when they view your reviews. Plus, those can also be used on your Testimonial pages. To encourage written reviews, keep it easy and simple. Especially, if you want them to review you on more than one platform, i.e. Google and Facebook.

What about negative reviews? Everyone worries about getting bad reviews. Well, that will happen, but you can turn that into a huge positive by how you address that negative review. When you are unhappy with a company and they are unresponsive to you, that is when Negative Nellie will really come out in a review. But if you are responsive and try to resolve their issue, then you can come out of that looking like a hero, even if you can't fix it. In addition, it gives you great business feedback for the future. Lastly, everyone knows that no company is going to be 100% perfect, so that is ok as we are all human.

Continued on page 2



Career and Work From Home Tips

Work From Home Tips

Working from home has become normal, with more people engaging in the practice than ever before, and while some have loved the change, others have found it more of a challenge. The good news is there are some tips that can make it easier to be successful and productive when working from home.

One of the best working from home tips is to continue working regular work hours as though you were still at the office. This helps to set precise and clearly defined working hours that assist with the separation of work and home life that can become rather confused when working from your home environment.

It is also a good idea to give yourself rewards in small ways throughout the workday, such as making an especially delicious coffee with special coffee beans, eating a particularly tasty meal at lunch, or just going for a walk on your break.

Success Tips from Female CEOs

Ellison Anne Williams, CEO and founder, Enveil:

“Careers are nonlinear. At each step, choose opportunities based more on what you think you will learn from it than on where you think that it might take you. A diverse set of experiences is invaluable in building a rich career.”

Netta Korin, co-founder, Orbs:

“Above all else, dare. Do not let fear get in the way of your success or of your choices. Do not look at your role models and wonder if—or fear that—you are not enough, or that you do not have what it takes.”

Jennifer Holmgren, CEO, LanzaTech:

“Be positive. See the potential for good outcomes, while still being aware of the risks. Focus on the prize—if you fail, course correct, learn, and move on!”

Father's Day Trivia

Father's Day is celebrated the third Sunday in June which is the 19th in 2022.

Father's Day was conceived by Sonora Dodd of Spokane, Wash., while listening to a Mother's Day sermon in 1909. Dodd wanted a special day to honor her father, a widowed Civil War veteran who was left to raise his six children on a farm.

June 19, 1910 was chosen for the first Father's Day celebration, proclaimed by Spokane's mayor because it was the month of Dodd's father's birth.

President Lyndon Johnson designated the third Sunday in June as Father's Day in 1966.

President Richard Nixon signed the public law that made it permanent in 1972.

According to Hallmark, Father's Day is the fourth-largest card-sending occasion with 72 million cards given every year.

Fifty percent of all Father's Day cards are purchased for fathers. Almost 20 percent of Father's Day cards are given to husbands.

Online Reviews (continued from page 1)

So, you have reviews, now what? You want to show them off! You want to make the most out of them. They should be on your website either as testimonials and/or as the actual reviews pulled from the platform. This shows real transparency to your website visitors.

We now have the reviews from Google and Facebook pulled into a nice slider on the home pages of our websites. Below that are buttons to the Review page and the Testimonials page. This makes it really easy for folks to see our rankings and reviews. Plus, it makes it very simple to rate us and leave a review for our website AND Google and Facebook. Lastly, on the footer of each page is a widget that shows the star totals of the reviews.



BigSkyInternetDesign.com/Review



AggielandWebsiteDesign.com/Review

The above QR codes will take you straight to the Review pages of our sites and you can check this all out in action. Plus, feel free to test it out by writing reviews about us on Google and Facebook!

We can help you get reviews on your website too! Check out the Introductory Online Reviews on Your Website Offer on the Last Page!

Summer Time



1. Parrot 2. Watermelon 3. Whale
4. Bird 5. Palm 6. Airplane 7. Sunscreen
8. Cocktail 9. Skydiving 10. Sun

Monthly Humor?

I just got my doctor's test results and I'm really upset. Turns out I'm not going to be a doctor.

As I get older, I remember all the people I lost along the way. Maybe my career as a tour guide was not the right choice.

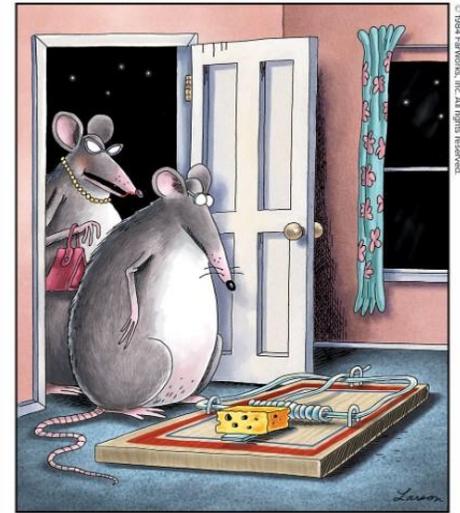
My parents raised me as an only child, which really annoyed my sister.

I'll never forget my grandfather's last words to me just before he died: "Are you still holding the ladder?"

My relatives liked to tease me at weddings, saying things like, "You'll be next!" They stopped once I started saying the same to them at funerals.

Back by Popular Demand...

THE FAR SIDE
by GARY LARSON

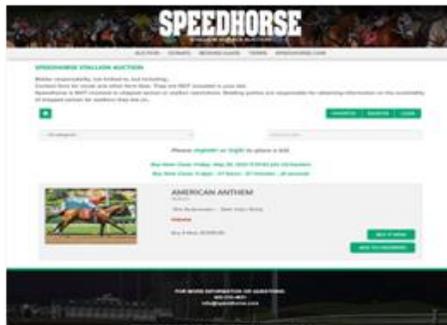


"Well, heaven knows what it is or where it came from—just get rid of it! But save that cheese first."

New Clients Spotlight – Welcome!



Governmental Collectors Assn, Texas
GCATexas.org
Denton, Texas



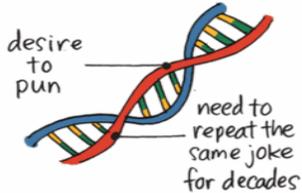
SpeedHorse Stallion Auction
SpeedHorseStallionAuction.com
Norman, Oklahoma

DAD HUMOR -- THE EVOLUTIONARY ADVANTAGE

When men become fathers, hormones cause certain genes to be expressed.

Their offspring are blind to the benefits of this behavior.

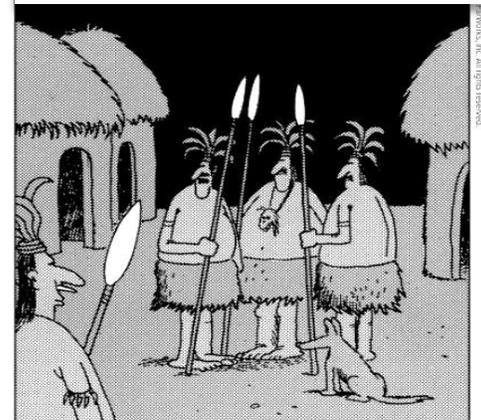
But Dads innately know...



These jokes will force you from my house so you will pass along my genes to a family of your own. BWA HA HA HA...



rhymeswithorange.com
© HILARY R. PRICE, C-17 "The Gags!"



"And now here comes Zubulu. If this isn't weird—middle of the night, and for some reason we're all restless."

32 Raven Drive - Bryan, Texas 77808



Customer Referrals are one of the best ways to build your business. This is why we Pay Out a \$100 Amazon Gift Card for your referral!

WATCH OUT!

GoDaddy Email Upgrade Scams are on the rise.

The email is a copy of a legit email that GoDaddy is sending out. The difference is the link takes you to a bogus site.

DO NOT CLICK ON ANYTHING IN THOSE EMAILS.

When in doubt, PLEASE ASK!

Contact Tom | 979-217-1544

BigSkyInternetDesign.com / AggielandWebsiteDesign.com

Get Online Reviews on YOUR Website!



How often do you look at reviews before you buy?

Did you know that upwards of 90% of people read online reviews, 85% trust them as much as they would a personal recommendation and 97% of people say reviews influence their buying decisions?

We are offering this **BRAND NEW** service to display your online reviews on your website in a gorgeous slider and also can insert a Review Form in your website.

This is an **introductory** offer and pricing will be going up 7/1/22. Please contact Tom for more information to find out what features are right for you.

Online Reviews on Your Website Introductory Offer!
Call or Email Tom before 7/1 for Your Introductory Pricing!

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.



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