

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 >>>



2 Year Newsletter Anniversary

This is the 2-year anniversary of 'The Big Sky and Aggieland Report'. Not gonna lie, sometimes putting this together each month is a pain in the butt! But, when clients reach out to me and tell me how much they like them each month, or a referral is triggered, it is absolutely worth it!

So, why do I put the time and money (\$1.60/each!) into printed newsletters? A few reasons:

- If I did a 'normal' emailed newsletter, you undoubtedly would probably not even look at it. It would be 'filed' in the 'Deleted' or worse yet 'Spam/Junk' folder. Trust me, I unsubscribe from pretty much everything.
- A printed newsletter gets in your hands. Maybe it hits the trash and not read, or maybe it sits on your desk or kitchen counter to read later. But it is 'IN YOUR HANDS' once a month. That is the difference.
- Every month, whether you read it or not, you will think about Big Sky or Aggieland. That is the difference.
- I want to bring personality, entertainment, and value with pertinent information that you may use for your business. Does not matter what business you are in either. I enjoy passing my learning on to you.
- It's a money maker! After one website brought in from this each year and we are making money! It's a no-brainer!

Til Next Time! Tom

SEO and 80/20

Last month, I spoke about 'Ideal Clients/Customers' and the 80/20 rule. This month, let's look at SEO or Search Engine Optimization, the 80/20 rule and your business.

We have been getting a few requests to help with SEO lately. This is a field entirely on its own when it comes to paying someone to do it for you. We have had countless clients pay 'SEO' companies lots of money, only to be disappointed in the results. Right now, there is only one client that I know of that is working with a SEO company that IS working for them. And it is very pricey.

So, can you do what an SEO company does on your own. Absolutely!

The very first thing, and this is the key, you CAN NOT be ALL THINGS to EVERYBODY! You must niche down. How do you do that? Well, this is when 80/20 comes in.

You see, I can confidently say that around 80% of your profits, come from 20% of your clients. (check out last month's newsletter for detailed info on this). Or another way to look at it, 80% of your profits come from 20% of the services or products you offer. Flip that over and 20% of your profits come from 80% of everything else you do! 80/20 is in everything.

At this point, you probably know what those services or products are, but if not, do some analysis of your sales numbers and it will become apparent. I did that exercise and it was enlightening.

Back to SEO. If 80% of your profits come from 20% of what you offer, then it only makes sense to ONLY concentrate on those top 20%. Those are the key things you should be marketing and targeting SEO to. Make sense?

Now, you know what you should be working on regarding the content of your website. CONTENT IS KING! Google and Bing 'crawl' your website to figure out what you do, who you are, where you are, how long you've been around and tons of other information. So your job is MAKE IT EASY for them to figure all that out. It is as simple as that. You can't trick them like in the 'olden days'. You must show your value to the person searching.

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The AffiliatePartner250 → \$500 Sweepstakes

The AffiliatePartner250 Program!

We have Rewarded FOUR Clients \$250 as of 9/30/23.

Only One More and the \$500 Sweepstakes Will Be Drawn!

You could make a QUICK \$750 with One Referral!

1. For every Client Referral, you get an entry in the **\$500 Sweepstakes**. The \$500 will be drawn after every 5th Payout!
2. The next way to earn the **\$500 CASH** is after every 5th Client Referral you earn, you will get **\$500 in CASH**. ***That is \$1750 CASH in your Pocket!***

SEO and 80/20 (cont pg. 1)

There are really two aspects to SEO. First is coming up when someone searches for the niche you are in. Second is converting them from a site visitor to a customer or client. There is absolutely no point coming up first on a meaningful search phrase, if your website is awful, hard to use, difficult to find the information and worse yet, does not make sense to a human!

You've seen these websites before. These are the ones that pack in as many obvious search terms into the content that soon it makes no sense to you. If it turns you off, it will also turn off Google! Google and Bing both are really upping their Artificial Intelligence game so that will not fly anymore.

Now that we know the 20% of our services we are going after, let's talk practically. The first thing to do is go into incognito mode on your browser (google this if you are unsure how) and start searching for what you think prospects would type in to find you. See what sites come up and see if those results are relevant to your business. If so, then look at those competitor sites and see what they are doing. If the search results don't bring up similar sites to yours, then refine until it does. Now, do this for many search phrases and make a list of the best ones.

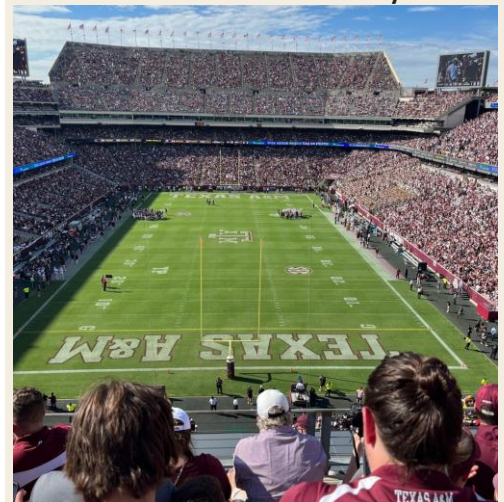
We have our list, so now we incorporate those search terms into our website. First on the home page. Typically, these would be the main search terms with key bullet points about it under each. Then have a dedicated page JUST for that one service/product you offer. This is where you go into details and add in those key search phrases you researched. Now, Google and Humans will know what you do and what you offer.

Lastly, Google really, really likes regularly, updated information on your website. This is where your Blog or News page comes in. Make a point to create a new post at least once a month and post it to your Facebook too!

Give it some time, be consistent and watch it work!

Football Season!

**Yet another Season of Texas A&M Aggie
Tailgating on Saturdays and Cleveland
Browns Football on Sundays!**



Kyle Field

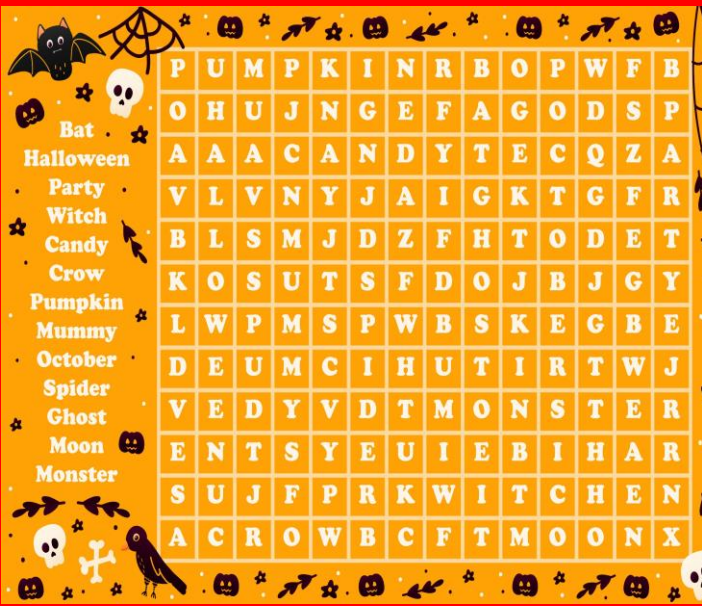
Home of the Fightin' Texas Aggies



The North Entry Tailgate

(located at the
North Entry of Reed Arena)

Halloween Word Search



The Calm Before The Storm!
(The North Entry Tailgate is set up and ready to go!)

ChatGPT Riddles

What's so fragile that saying its name breaks it? - Silence.

What can travel around the world while staying in a corner? - A stamp.

What has an endless supply of letters but starts empty? - A mailbox.

What has one eye but can't see? - A Needle.

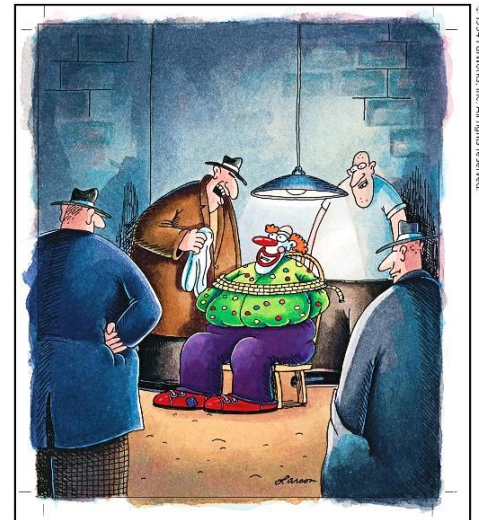
What do you call a bear with no teeth? - A gummy bear.

What comes down but never goes up? - Rain.

What has a bottom at its top? - A leg.

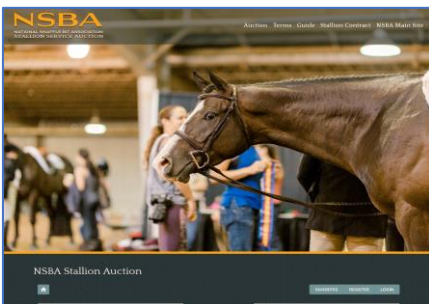
Why did the scarecrow get promoted? - Because he was outstanding in his field.

THE FAR SIDE
by GARY LARSON
TheFarSide.com



"The first thing I'm gonna do is wipe that smile off your face!"

New Clients Spotlight – Welcome!



NSBA Stallion Auction
NSBAStallionAuction.com
Weatherford, Texas



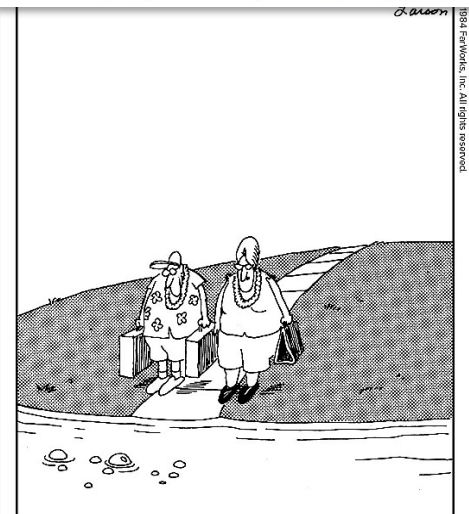
WindForce
WindForceInc.com
Galveston, Texas



Pearsall Railroad Services
PearsallRS.com
College Station, Texas



Watch this space
next month!



Returning from vacation, Roy and Barbara find their house, their neighborhood, their friends—in fact, all of Atlantis is just plain gone.

AffiliatePartner250

SHARE TO EARN!

Who's Next to CASH IN?



Share with your
Family and Friends and
Earn up to \$1750!

Contact Tom | 979-217-1544

BigSkyInternetDesign.com / AggielandWebsiteDesign.com

Top 9 Reasons to Send a Printed Newsletter

9 compelling reasons why you should consider sending a printed newsletter to your clients or customers (need help, just ask!):

1. **Tangible Connection:** A printed newsletter can be held and saved, creating a physical connection that's missing from digital media.
2. **Less Noise:** Unlike crowded inboxes, a print newsletter doesn't have to fight as much for attention and is likely to be read.
3. **Perceived Value:** People often associate printed materials with higher value, seeing it as more significant than an email.
4. **Focused Reading:** With no pop-ups or notifications, readers can focus better on your content.
5. **Reach All Demographics:** Not everyone is tech-savvy or checks their emails regularly. Printed newsletters ensure you reach a broader audience.
6. **Space for Detail:** Digital media often requires brevity, but with print, you can go into more depth on topics that matter to your clients.
7. **Branding:** It's easier to reflect your brand's colors, quality, and image through the design and feel of a printed newsletter.
8. **Keepsake Quality:** Well-designed print newsletters often get saved, re-read, or passed along, extending the lifespan of your message.
9. **Ease of Sharing:** People can easily share printed newsletters with friends or family, serving as an additional form of word-of-mouth marketing.

Where do I Send My Website Updates?

Use this QR Code to easily send an update email to Debbie at Updates@BigSkyInternetDesign.com.



Newsletter Archives:

BigSkyInternetDesign.com/Newsletters