



 [Version Española](#)

Newsletter April 2007

Dear clients and friends,

Welcome to the spring edition of the Andalucia Web Solutions newsletter. In this edition you will find new information technology trends and valuable news on its way firsthand to our highly valued clients. You've heard of "Location, location, location" now it's ranking, ranking, ranking, that's the golden internet investment rule.

Viva España 2007



Chris Chaplow, the Andalucia Web Solutions Director, held lectures over three days at this year's Viva España show held last month at Olympia, London. The show is the world's largest Spanish property & lifestyle exhibition, Andalucia.com were delighted to be invited to speak about life and demographics in Andalucia. Chris' presentations were held in the appropriately named 'Inspirational Theatre' and he received a very warm welcome for his general overview of Andalucia as a tourist and residential destination. After each presentation, Chris held a question and answer session, allowing interested attendees to take advantage of Chris' wealth of experience and knowledge of this wonderful part of Spain.

For further information about future Viva España shows please click on the link below: www.vivaespanashows.com

Stunning Spain



Award winning, British, professional, freelance photographer, Michelle Chaplow, based in Andalucia, Spain for the last 14 years,

ANDALUCIA WEB SOLUTIONS APRIL OFFER

Want to increase your visibility ranking on the web?

Purchase a Gamma & Delta search engine optimization package in April and AWS will give you a whopping 100€ discount! Offer exclusively available to AWS newsletter subscribers, please quote ref AWSNLO407

Modern Day Myths

Carlo Piran, our search engineer guru, would like to dispel some of the most common myths about search engine optimization, (SEO).

Myth 1. Search Engine Optimization is a collection of tricks to fool search engines - If you're 'fooling' the search engines, then you're probably fooling users too. Guess how well that kind of approach is received? Google won't reward you for it.

Myth 2. People in our market don't use search engines. There are 4.9 billion internet searches per month and 133 million unique searchers. The figures speak for themselves.

Myth 3. SEO is a single event. - SEO is not pushbutton marketing and it is not for the impatient. The minimum amount of time we recommend is 6 months after implementation before evaluating whether SEO has been effective. SEO must be carried out on a continual basis to improve site ranking; it's an invaluable and profitable marketing tool.

Myth 4. SEO is a function of Information Technology - SEO is a professional specialty in its own right. It's not an add-on to the IT or computing department. If you're serious about your web positioning you need professional SEO services.



Chris' Critique...

Digital Photography Meets GPS Technology

By Chris Chaplow and Tom Ralph. Have you been out shooting

is now working with her crew and Newimage.es on the latest Andalusian calendar for 2008/9. [Click here](#) to win a copy once "hot off the press". The draw will take place at the end of the month and winners will be announced in the next newsletter. For more details about Michelle's photography please peruse her newly launched website www.michellechaplow.com

We are offering clients and businesses the chance to exclusively sponsor a page or location featured in the calendar. This is a unique opportunity to advertise your business as it will be distributed to hundreds of Andalusian related business in Spain and Europe. For more details please contact michelle@chaplow.com or view the calendar website www.andaluciacalendar.com

Expansion to Costa de la Luz

The Costa de la Luz, or the Coast of Light, is the western part of the Andalusian coastline, in the province of Cadiz and bordering the Atlantic. We're very happy to announce that Tony Summers has taken Andalusia Web Solutions further along the coastline to represent us and our services on the Costa de la Luz.

tony@andaluciaws.com or telephoning +34 952 897865



Should you wish to read more about the area please click on the link below: www.andalucia.com/costa-de-la-luz/home.htm

We would like to take this opportunity to thank all our clients for their valued support. Should you have any queries or suggestions for our newsletter, please don't hesitate to contact us at marketing@andaluciaws.com

with your digital camera and then by the time you've actually got home and downloaded the photos to your computer you can't remember where exactly you took each picture?

Well, if this is a problem that you can relate to, we can now announce that it is a problem with a solution. A programme has been created that can combine digital and GPS technology.

GPS stands for Global Positioning Systems. It is a technology that needs 12 satellites in high orbit so that wherever you are in the world you can pick up a signal from at least 5. A GPS device then calculates your exact position in coordinates such as longitude and latitude.

The satellites were originally developed for the USA Military and thanks to President Clinton's March 1996 directive, are still operated and maintained by the US Government for worldwide use free of direct user fees. They are now utilised by an abundance of applications, among them handheld and in-car navigation devices such as the Navman or TomTom brands, which can locate your position to an accuracy of about 10m.

If you would like to read the full article and see the statistics then please click on the link below:

[Digital Photography Meets GPS Technology](#)

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