



 [Version Española](#)

Dear clients and friends,

February 2008

If you've wished to better understand your website's visitors, add a blog to increase traffic or spruce up your online image, this is the newsletter for you. This month we'll also find out what Google is up to with its all new "Knol" project, and our Director, Chris Chaplow, will take us to Timbuktu for a look at technology - or lack of it. With Valentine's upon us, we show love for our clients with a Valentine's Special that runs through to the 14th of February. Read on...

### I Knol that!

By Matthew Wittering

On the 15th of December Google announced its latest project to develop and run 'an authoritative store of information' - i.e. an encyclopaedia. The Googlepaedia is referred to as 'Knol' which is a term coined to describe a unit of knowledge.

The announcement prompted many comments and articles across the Internet in podcasts and blog sites because some feel this is Google over stepping the mark. Natali Del Conte of Textra video podcast, commented that "the general idea is that 'experts' will contribute content and also share in the ad revenue of each site". She went on to label this an "odd model" as it allows multiple users to contribute multiple items on the same topic with Google making no kind of editorial contributions.

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### Technology in Timbuktu



By Chris Chaplow

There are now 155 million websites in the world of which 50 million were created in 2007 according to a recent Netcraft report.

Their distribution in the world is far from equal. IPLigence recently produced an [Internet World Map](#).

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designers corner

### Colour

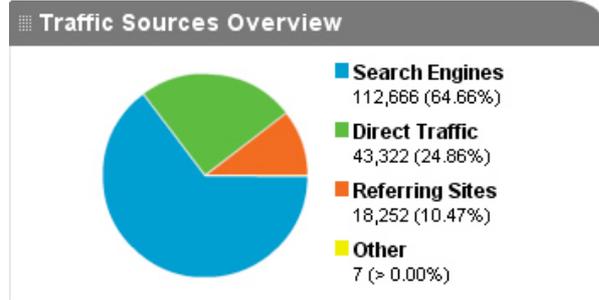
By Stacy Prendeville

Colour is one of those subjects that we at AWS always want to ask our clients about before designing a new site, but its often one that new companies tend to want to think about last in their marketing strategy.

However "[Marketing research indicates that over 80% of visual information is related to color.](#)" and that means that the colour of your web site, and indeed your company's branding as a whole, could be deeply significant to your success. Certainly taking care in choosing your company's branding colours will never hurt a business.

Still not convinced?

## Free statistics service, Google Analytics



By Carlo Piran

Google Analytics is a "freebee" that makes it possible for just about anyone to keep a finger on the pulse of website visitors.

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## Pick of the Blog

By Brenda Padilla

For many people, blogging is just plain fun. A growing number of people, however, are finding that blogs can help them with everything from bolstering their websites to understanding their site visitors.

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Think of the ebay logo and immediately you remember the colours. Think of Google and you have the medley of colours its logo contains. Think Kodak and you see yellow, Fuji and you see green. Think organic and you see natural beiges, greens and white, think fast cars you see red and black. However we think from an all European viewpoint where women traditionally walk down the aisle in white. Spin the globe and you'll be in China where red, the power colour for Europeans, is a traditional bridal colour signifying happiness and devotion, then over to South Africa where red signifies mourning.

Obviously at the heart of the debate is successful marketing through knowing your target audience. Websites can reach a global client base but if you want to specifically target clients abroad, use of colour should be as important a consideration as language and imagery.

### Next Time...

Next time we will look at successful website planning and how to make sure you and your webdesigner are on the same page of the book when it comes to your project

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](mailto:marketing@andaluciaws.com)

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