

www.thewebsleuth.com Phone 850.271.3566



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**- You Need it
- We Find it**

Web Sleuth History

We have received many inquiries about how we got started in the Web Sleuth business. So we decided to answer that question in this Newsletter.

Many years ago we founded Search Engines 411 Inc., doing SEO (Search Engine Optimization) before the term SEO was coined. Our founder decided on the name Search Engines 411 simply because she was dealing primarily with search engines, and providing clients with a lot of information (411).

People who were not familiar with SEO at the time, approached by the company to obtain information, as they thought that "Search Engines 411" was a search engines that would find the information that they wanted. As anyone who uses search engines knows, often finding exactly what you are seeking is sometimes quite difficult. Statistically speaking, only ___% of the information on the web is indexed by the engines,

so often finding that single detail you need is impossible without using some tools in addition to search engines. So that is how Search Engines 411 Inc. evolved into The Web Sleuth. The first case handled by The Web Sleuth involved investigating some illegal activities being conducted by alleged fortune tellers and psychics. We spent several years on that investigation, which uncovered the information required by our client. Not all web sleuthing is as in depth or as lengthy. Many of the things we investigate take us mere minutes to find the answers to, while others take hours.

Frequently Asked Questions—and Answers

Samples of some of the simple questions we have answered for clients free of charge:

Q. Is there a quick way to check all of my web sites for dead links every day?

A. We are the Web Sleuth. You will have to ask Xenon, the Link Sleuth for help with this, at <http://home.snafu.de/tilman/xenulink.html>. Tell him the Web Sleuth sent you.

Q. I am tired of paying full price for online purchases such as Amazon books, that I KNOW there

are discount codes for. Where can I find the codes?

A. Go to naughtycodes.com or couponcabin.com.

Q. Where can we get more information about spyware and malware, including help with protecting our computers?

A. There are many sources of information on the subject. We suggest you start with http://techrepublic.com.com/5100-6264_11-5285499.html?tag=nl.e103



How Do We Choose a Web Hosting Company?

We are devoting a full page of this Newsletter to this the answer to this very important FAQ For further information, give us a call at 850.271.3566

When looking for a Web Host, the first inclination may be to find a free host or an inexpensive one.

That is a penny wise but pound foolish decision, for several reasons:

Free or cheap hosting services -

- often limit your access to your files
- often have 'downtime' during which your site is not available for visitors or search engine spiders
- often have inadequate tech support
- often host sites on 'shared' IP addresses with other sites that have detrimental effects on the ability of your site to rank high on the search engines.
- often charge extra fees for things you don't realize you need.

- often reserve copyrights on some or all of the content on your site, making it difficult or impossible for you to move to another hosting company once you realize the predicament you are in

If you have a personal site and are not concerned with the problems above, then a free or inexpensive hosting company may be your best choice.

However if you think any of the problems above will impact you, then a better choice is to pay \$20 - \$30 a month now for a hosting company that will provide you with 99% uptime, 24/7 tech support (English Only), "good" IP addresses, and the other services that the 'free' and inexpensive hosts do not provide.



Choosing a domain name and purchasing it is often done impulsively once the decision is made to have a web site. This is unfortunate because choosing the "best" domain name is the single most important first thing one can do to optimize a website for the search engines. If your company name is "John Q Public," it might seem that the best domain name would be JohnQPublic.com. If all of your potential customers know the name of your company already, then it might indeed be the best domain name for you to have, because when people search for your website, they search using that term, and most likely find it.

However if you are trying to reach potential customers who are not familiar with the name of your company, they will be searching for the product or service that you have to offer, not for the name of your company. So for example, if your primary product is widgets, and your domain name is widgets.com, they will find your site quickly.

That being said, you may be thinking of your primary product or service, and thinking that you should quickly buy that domain name.

Nothing is quite that simple. If your product is unique, and folks who search for it know the name of the product or service, and know how to spell it, and if a number of other factors are in place, then it might work.

So how do you decide on the best domain name for your site? The best domain name for your site is the best keyword for your site. The best keyword for your site can be determined using a program that compiles the statistics on how often and how many searchers are using what keywords to search for your product or service, on what search engines, as well as how many other sites are competing for the same or similar keywords. The results of this compilation is used to determine the best keyword for your site, which you can incorporate in your domain name. Unless you are in the SEO business, you probably don't want to have to pay for the program or interpret the results.

Not to worry, our parent company, Search Engines 411 Inc., can do that for you for a minimal fee. Give them a call at 850-271-3566.