



Welcome to Bullie Graphics

Bullie Graphics is your local website design studio and search engine optimisation (SEO) specialists. Learn the latest tips and techniques to help grow your online web presence.

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Welcome to our newsletter for October 2006, leading the hit list this month is Email Spam and ways to help alleviate the pain of receiving dozens of these annoying messages that clog up your Inbox. This week is **National E-Security Awareness Week** with events planned around the Country to assist Small Business in learning more about online security.

We also have some tips on **Website Promotion** including listing your website with **Australian Online Business Directories**, **Integrating RSS into your Firefox Web Browser** and our spotlight on **Cambridge Lodge** and how Search Engine Optimisation (SEO) has increased accommodation bookings at this inner Sydney business.



Online Business Directories – Looking to boost your Internet presence? Well a good place to start is by adding your website to Australian Business Directories offering free Company Listings complete with links.

These sites are a great place to highlight your business services to others as well as generated more traffic to your website. We have compiled a list of the best 'FREE' Business Directories;

[Hotfrog.com.au](#)
[Ozebiz.com.au](#)
[Sydney Morning Herald](#)
[The Age](#)
[Auspage.com](#)
[Aus-biz.com.au](#)

Fighting Spam! There has been a major increase of spam related emails in October with many customers contacting us for ways to help eliminate these unwanted messages.

Some tips to help eliminate spam include:
Enabling anti-spam measures with your Website Host
Configuring your Email Programs junk email filter
Installing Spam Blocking software like McAfee SpamKiller or Norton AntiSpam.

The Australian Government have launched a new site [Stay Smart Online](#) to help you understand the risks associated with Spam, Phishing and Computer Security.

Also checkout the ACMA site for details on their spamMATTERS program to report spammers [Australian Communications & Media Authority](#) and [E-Security Week Program Information](#)

Also checkout our [Combating SPAM Article](#) with some available downloads to help report SPAM.

SEO increases accommodation bookings at Cambridge Lodge - During August 2006 Cambridge Lodge approached us to assist them in securing more bookings via the Internet. Having already established bookings via paid booking sites, they wanted to get more direct website bookings via their own website to help drive down costs associated with paid booking agencies.

By optimising the website with Keywords of 'Sydney Accommodation' and implementing a local What's On guide and Link Exchange program, resulted in a growth of over 30% of direct website bookings.



"Optimising our website has had a awesome positive impact on securing bookings direct from our website which has resulted in an increase of 15% of our occupancy rate"

Iain Phillips

Owner Cambridge Lodge

Visit [Cambridge Lodge](#)



Latest Article – Integrating RSS into your Firefox Web Browser - By now many of you should have read and heard plenty on information about RSS (Really Simple Syndication) and how it can benefit your website visitors. Rather than having to visit the same sites you normally do to obtain news and information updates, you can now easily integrate the RSS Feed directly into your Firefox Browser using the 'Live Bookmarks' option...

[...click here to read more](#)

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