



mww

**web tips
and SEO tricks**

customer directory

**February 2017 • Montague WebWorks
413/320-5336**



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and SEO tricks**

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Tips and Tricks & Customer Directory

Published by Montague WebWorks, Inc.

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Third Edition Printed February 2017

Highland Press, Athol, MA

Design and Production by

Lynne Rudié, Graphic Design, Turners Falls

About the type: Directory listings and articles in this book are set in Mrs. Eaves, a typeface named after Sarah Eaves, John Baskerville's live-in housekeeper who, after the death of her first husband, eventually became John's wife. Like the widows of Caslon and Bodoni, and the daughters of Fournier, Sarah similarly completed the printing of the unfinished volumes that John Baskerville left upon his death.

This year's **cover ampersand** is set in Berkeley Old Style Medium.



Special thanks to my fiancée, Donna, who provided much support and love and faith in me.

Thanks also to Lynne for her superior skills and coffee.

Just like projects we have worked on in the past, this book could not have been done without her.

This book is dedicated to all my customers,
past, present and future.

May it serve you well.

WELCOME TO THE BOOK

This little book is meant to serve two purposes:

First, it is a field guide to help increase your knowledge of how websites work, and improve your success with effective techniques to market your business online. Do you know how your website fits into the big picture of Google and Social Media? To have a successful website, you don't necessarily need to know the technical details, but it is definitely beneficial to understand how it all ties together.

To help you market your website online, this book has a series of articles on how to use Facebook, Twitter, Pinterest, and other social media sites to promote your business' website. For the most part these services are free, and don't take much time to use.

Second, this is a directory of our customers, almost all of whom are located in the Pioneer Valley. As this is a short-run version of the annual book, we are printing only 250 copies, all of which will be distributed to new customers as we meet them during the course of the year, and some other business associates.

Why a printed physical book from a web-based company? I believe in providing as much value-add as possible to all my customers. There are many options for website hosting out there, but none of those hosting companies will work as hard to help promote your business. We always refer our customers when someone we know is looking for a service, and this book is just another way to do that.

What's new at MWW since the previous edition of this book?

Well, by the time this book is in print we will have launched our long-awaited new web product, called the One Page Quickie (IPQ.us). This will enable us to create simple yet elegant one-page websites for dirt cheap. We are targeting contractors in Franklin and Hampshire counties, and southern VT and NH.

Also, we have rolled out our Open Government module for RocketFusion. This allows Towns to post their committee meetings, agendas and minutes in a structured manner allowing for granular indexing and searching. As of this writing we have it running in beta for Greenfield, Leverett and Plainfield. Other Towns are coming aboard soon after. Perhaps yours?

In January of 2017, we reached 250 live RocketFusion websites. We are hoping to surpass that number in IPQ sites by the end of this year, and are looking for sales people. Call me.

Lastly, Montague WebWorks turns ten years old this October! Yup. The big One-Oh. I'd like to thank Patrick Davis, who started MWW with me back in October 2007. We both took a chance, and in the end it turned out pretty good.

Business is growing at Montague WebWorks, and as we grow, we will continue to do our very best to provide superior service in the creation and hosting of your business website. We will also continue to cross-promote your business through the leverage of our growing network of customers and involvement in the community at large. We're all in this together, after all.

—Mik Muller, owner
Tech@MontagueWebWorks.com
413/320-5336



Photo: Greg Carrison, Montague, MA

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THE VALUE OF A WEBSITE

Are you getting the full value from your website? Let's take a look at this.

Every once in a while after we send out our annual website hosting bills, we sometimes get responses from customers who feel like their website isn't worth keeping. They feel they're not getting any value out of it. That it's not contributing to the success of their company, or that perhaps it simply costs too much. Or they simply don't have the time to deal with it.

Well, as with anything you buy, the value you get from what you bought is measured by what you put into it. If you buy a boat but never use it, you're not getting any value from it, and sure, you should probably let it go.

The same thing for a website. Sort of. Even if you don't tend to it at least on occasion, your website is still out there, advertising your business and enjoining people to contact you with inquiries. It's still out there being indexed by Google, and is the final authoritative word on who you are and what your company does. It's still doing something for you.

Bottom line, even if you don't read the rest of this article: if your website can bring in even ONE new customer who gives you at least \$20 in profit, your website is essentially free. If it brings in more than that, then it's definitely working for you, and is worth every penny spent.

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151 Avenue A, Turners Falls, MA 01376

About-FaceComputers.com • (413) 863-5447

About-Face Computer Solutions is a small service oriented computer security and repair company in Turners Falls, MA

ACCESS CHANGE WITH HYPNOCOACHING

26 South Prospect Street-Suite 210, Amherst, MA 01002

AccessChangeWithHypnoCoaching.com • (413) 522-2815

Access Change With HypnoCoaching - Vanessa L. Adams can help you lead a meaningful life that is fulfilling, happy and healthy.

Facebook and Social Media

Several customers have said that Facebook does all the work for them, and that no one goes to their website... including them. Well, think of how many people would go to your website if you made it part of your regular business routine? Are you directing people there? Are you actually making it worth anyone's time to go there?

Try this: Once a month, take a look at your website to make sure all the information on it is correct. Have you added or lost any staff members? Have your hours changed? Has your menu changed? Do you now offer new services?

How Can Your Website Help Your Business — For Real?

First of all, as we said above, your website is the final authority on everything to do with your company, whether you're a bar pub or a veterinarian or a lawyer. You should be posting news about things that have happened, and calendar events for things that you want the public to attend. You should have a photo gallery where you can post photos of products, services, staff, and events that happened. Publish everything important about your company for future customers to look at and decide if you're who they're going to hire, or go to.

Second, your website should be the point of origin for anything you share on social media. Facebook, Twitter, LinkedIn, Pinterest. There are shortcuts to posting your news, events, and even photo gallery images, to whatever social media platform you favor. When people click on those items you posted to social media, they come back to

ACCESS GREENFIELD — COMMUNITY BROADBAND INITIATIVE

14 Court Square, Greenfield, MA 01301

AccessGreenfield.org • (413) 772-1549

AccessGreenfield will offer a range of reasonably priced connectivity options to all the people and institutions of Greenfield.

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36 Strong Street, Northampton, MA 01060

AdQuestDigital.com • (413) 537-1911

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AJ CYCLES BMW MOTOGUZZI

274 Route 2, Gill, MA 01354

AJCycle.com • (413) 863-9543

A-J Cycle Motorcycle Repair and Sales Shop specializes in BMW and MOTOGUZZI. Located in Gill, MA

your website, and can now see all the other things you do and have and are.

Third, and almost most important, your website should be a collecting place for emails, via your Contact Us page. You can also import addresses from your Quickbooks or email program or even from a clipboard you leave out for people to sign up for notices or news.

Not everyone is on social media, but almost everyone who is online at all has an email address. You should be posting your important news and then sending it out via email to everyone in your website's contact list. Just like we did with this news item.

Lastly, if you are a business, and you take it seriously, you need a website. If you don't have one, your competition certainly does, and that's where people will look for service offerings and information. If they do a search on Google, your business will not be there.

Setting up a regular routine where you post something, perhaps once a week or once a month, and sharing that on social media and emailing it to your contact list guarantees you will reach people on a regular basis and it will remind them of your service offerings. It keeps you in their top of mind.

Need help figuring this stuff out? CALL ME. 413-320-5336. I'll come by and we can chat about how to get you back on track. Seriously. I'm here to help you be successful by taking full advantage of the tools your website has to offer.

You bought it. Now use it!

ALBER HEARING SERVICES

489 Bernardston Road, Greenfield, MA 01301

AlberHearing.com • (413) 774-0100

Alber Hearing Services offers digital hearing aids, hearing tests and repairs in Greenfield, and Bernardston Massachusetts

ALBERT B. ALLEN INSURANCE AGENCY

277 Federal St., Greenfield, MA 01301

AlbertAllen.com • (413) 773-5275

Albert B. Allen, Inc, Insurance in Greenfield, Turners Falls, Leyden, Montague, Shelburne Falls, Deerfield Massachusetts

ALL THUMBS DESIGN

2842 Whitemarsh Place, Macungie, PA 18062

AllThumbs.org • (413) 824-6221

Greg Aubin, graphic designer, visual artist, teacher, and potter. Greenfield, Massachusetts

ALLEN'S ROLL-OFF CONTAINER SERVICE

36 Log Plain Road West, Greenfield, MA 01301

AllensRollOffContainers.com • (413) 774-7774

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SEO: SEARCH ENGINE OPTIMIZATION

If you have a website, you have probably heard this term. SEO is a method of writing and organizing (Optimizing) your website content to make it easier for Search Engines (such as Google, Bing, etc.) to find your site when people are searching. The more the search engine can match text on your site to what people are searching for, the better your placement in the search results.

Techniques include proper titling of your pages, and beefing up your text content to include important keywords and phrases that people are likely to use when searching for something. Even your choice of domain name is important.

Here's a good way to get started: think about your own behavior when searching the web for goods and services; make sure the short-list of terms you believe people will use to find YOU are present on your home page. We tell every client that their home page should be like a heart-attack breakfast sandwich of key terms that fully explain what they do and where they do it. Keywords coupled with location, this is how people search the web.

Also consider "inbound links." Get as many websites as possible to link to you, either by making requests of industry-related sites, professionals in your network, or friends. You can also create your own on social media, or purchase online advertisements. The more in-bound links your website has, the more important it will appear to search engines, especially if the links come from large / reputable websites. This may be a lot of work, but it has a high return of investment.

AMES ELECTRICAL CONSULTING

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Amherst Farmers Supply, your source for building, landscaping, home, pet and farm needs. A family owned business providing services to the Pioneer Valley.

AMHERST HOUSING AUTHORITY

33 Kellogg Ave, Amherst, MA 01002
AmherstHousingAuthority.org • (413) 256-0206

Dedicated to providing quality housing to eligible households. We are a public agency with state and federal funding; we are overseen by a 5-member board.

AMHERST HURRICANES

66 Iduna Lane, Amherst, MA 01002
HurricaneBoosters.com • (413) 336-4440

A local, independent group of parents, coaches and supporters of High School sports in Amherst, raising funds for a positive impact on athletics at AHS.

SEO: SITE TITLES AND PAGE TITLES

SEO is an approach to how you organize the text and titles of your pages, the navigation links, and even your domain name. It is an opportunity to let both the human coming to your website know what each particular page is about, and the search engine indexing your site every night. **This article will focus on the importance of Page Titles.**

On a web page, the title tags are hidden in the HTML, and define the title of the page for the browser and social media to display, and search engines to index.

Where Your Page Titles Appear

Search engines use title tags not only to index the page and for the keywords found there, but also to display your title in their search results. It is the first line of each search result, and is what the search engine places the link upon for people to click. People using a search engine receive a list of results and read the page titles to help determine which site to choose. If your page title isn't enticing, they may not click the link.

When you share your site on social media or a community website, the bold, highlighted title in the link is taken from the title tag on your website, and again is what people click on.

In a web browser, your page title appears in the tabs along the top, as well as in the blue "titlebar" at the very top of the browser window. If someone bookmarks the page, the page title is used for the link.

AMHERST IRISH ASSOCIATION

PO Box 2791, Amherst, MA 01004

AmherstIrish.org

The purpose of the Association is to promote the understanding and appreciation of Irish culture, history, language and politics here in the Pioneer Valley.

ANNA ABELE, ND, DOCTOR OF NATUROPATHIC MEDICINE

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DrAbele.com • (413) 587-0122

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10 North Circle, Greenfield, MA 01301

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Servicing all air conditioning, heating, and refrigeration for Franklin County, Massachusetts.

Setting Your Site Title

If you are using a Content Management System, each page's title should be automatically set for you by combining your main website title with the individual page's title.

You can use the software's interface to modify the site title to your company name, your location, and maybe a short statement about what you do. Each CMS is different, though all have the ability to set the main title for the website.

Although there is no real limit to how long you can make your website title, you should keep the most relevant part down to 60 or 70 characters. This way the most important content is visible in search results as well as the browser window.

Setting Your Page Title

Typically each page's title is added in front of the site title when you're not on your home page. It should be created automatically when editing the page. Some CMS allow you to set the HTML page title independently of the actual title at the top of the page by setting the title to not display at the top of the page, so you can manually type it in.

You will now be free to set your titlebar page title to whatever you want. Put in some good keywords, but make sure the best stuff is in the first 60 - 70 characters, keeping in mind where the page title appears in the browser, bookmarks, search engine results, and social media if you share the page.

ATHOL PUBLIC LIBRARY

568 Main St., Athol, MA 01331
AtholLibrary.org • (978) 249-9515

We have 50,000+ books, magazines, periodicals, books on tape, videos, compact discs, and other items which are loaned to people who have a card.

ATHOL YOUTH SOCCER CLUB

1745 White Pond Rd, Athol, MA 01331
AtholSoccerClub.org • (978) 660-8661

We develop and promote a vital and exciting soccer program for participating youths, parents, families and other soccer clubs in Franklin County, MA

BARTS HOMEMADE | SUPER PREMIUM ICE CREAM

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BartsHomemade.com • (413) 774-7438

Barts Homemade Super premium ice cream is manufactured and distributed from Greenfield, MA.

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Your source for building, landscaping, home, pet and farm needs. Grain Feed, Pellet Fuel. A family-owned business providing services to the Pioneer Valley.

BERNARDSTON GILL LEYDEN SNOWMOBILE CLUB

241 West Leyden Rd, Leyden, MA 01337
BGLsnow.com • (413) 374-4201

BGL Sled Dogs - Bernardston Gill Leyden Snowmobile Club

Page Title Optimization

The title tag of your website's home page should have your business name at the beginning followed by a few select keywords that describe the main aspect of what you do. Use a pipe | or hyphen – to separate your business name from the keywords, and capitalize!

- Lynne Rudié Graphic Design | Print-based Publication Specialist TF MA
- Highland Press | Typesetting Design and Digital Pre-Press in Athol MA
- Cathy Roberts Real Estate | Serving the Greater Pioneer Valley

If your business is more local than national, include your town or region in the website title. Minimize the number of commas so the search engines don't think your title tag is stuffed with keywords.

If you are in a highly competitive market, consider using synonyms or keywords that have lower competition rates. Search engines can easily identify associations and return them in search results, depending on other SEO factors on your page.

Use unique titles for every page, and make sure they're relevant to the content of that page. You don't need to include your business name in page titles, as your website title will include it, and thus will already be in the titlebar along with your page title.

Don't use special characters such as punctuation marks in titles unless absolutely necessary, and check your spelling. Nothing is worse than a page title that is misspelled!

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BFRChassis.com • (413) 247-0175

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while doing so, have maintained budget control and created alternative revenue
streams to lessen the burden on property taxes.*

BILL WOOD ANALYTICS

Buckland, MA

BillWoodAnalytics.com

*Articles and essays that challenge the deficient ideas dominating mainstream
thinking. Improve with enlightened input, dialogue and feedback encouraged.*

BIRCH TREE CENTER

296 Nonotuck St: Ste 11, Florence, MA 01062

BirchTreeCenter.com • (413) 586-5551

*Holistic health, therapeutic presence and person centered care. Compassionate
and competent care for patients and authentic and respectful collaboration.*

BLUE RIBBON EQUINE HORSE MASSAGE

P.O. Box 809, Conway, MA 01341

BlueRibbonEquine.com • (413) 325-5777

*Horse Massage is a very effective health care practice that can alleviate problems
that in time may become deeper issues that are more difficult to address.*

SEO: OPTIMIZING CONTENT

Having your pages get noticed is all about telling the story of what you do, and being as descriptive as possible. There are companies dedicated to this task as their only business and may charge upwards of \$3000 for the service.

The key to SEO is to understand that you're writing for two audiences: the people who read your pages and the search engine that indexes the text on your pages. Thus, you should write your content in such a fashion as to have as many key phrases as possible (this is what people are typing into the search engines) while also writing naturally so the content doesn't seem too keyword-centric, or contrived. This is where the real skill comes into play.

Your home page is the most important page on your website. It should have at least three paragraphs of text on it, and should contain (a) what you do in general detail, and (b) where you do it.

The first sentence should include your company name, bolded, with the main point of you business' function. The rest of that paragraph should contain more examples of what you do. The rest of the page should fill in that list, and include town names and your region.

The best thing you can do is go to other websites and look at what is on their homepage. After one minute of reading, do you understand what that company does and where they do it? If not, what did they do wrong? What should they have done? This is your homework.

BOB'S OIL BURNER SERVICE

674 Brattleboro Rd., Bernardston, MA 01337
BobsOilBurnerService.com • (413) 648-9790

Specializing in the annual maintenance and repairs that are needed to ensure that the best possible performance of your oil heating system is achieved.

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169 Avenue A, Turners Falls, MA 01376
BooskasFlooring.com • (413) 863-3690

Booska's Flooring is a full service retail flooring store, located in downtown Turners Falls, MA, in sunny Western Massachusetts.

BRADFORD MACHINE COMPANY

22 Browne Court, Brattleboro, MA 05301
BradfordMachine.com • 802-257-9253

Our specialty is in precision machining of medical and aerospace parts. These parts can be of a prototype nature or a high production quantity.

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90 acre farm— Shetland Lamb & Woolens; mentoring and life-skills; herbal medicine; perennial crops; regenerative design trials and demos.

GOOGLE: GETTING INDEXED

One of the hardest things to do when you first create a website is getting it to show up in Google's indexes so people can find you when using a search engine.

To get your website started, there are two places you can go. One is a linking directory called www.DMOZ.org. Many search engines use this as the basis for their indexes. Go to the site, find the best geographical location and category for your website, click the Add Site button at the top and follow their directions. It may take up to three or more weeks to get listed here, so have patience.

The other place is run by Google. They require that you have a Gmail account to submit a URL, also required to set up a Google Analytics account and a Business Page, both of which will ensure your place in their indexes.

www.Google.com/webmasters/tools/submit-url

Submitting here could also take several weeks before you appear in their indexes, but it's a start. While you wait, you should be working on your SEO (Search Engine Optimization) by writing your content properly, and establishing as many in-bound links as you can. See the next article for more details.

And don't forget to claim your Google MyBusiness page (see article) if you haven't already. This is your main record at Google and ties your basic NAP info (Name, Address, and Phone) with your website and their map. This is critical, especially if the page already exists and has incorrect information.

BRYAN G HOBBS REMODELING: HOME IMPROVEMENT

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BurnettFarm.net • (413) 281-0423

6th generation farm striving for efficient use of resources, excellent land stewardship, high-quality agricultural products, while maintaining our heritage.

.....

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20 River Street, Greenfield, MA 01301

CactusGeeks.com • (413) 320-5336

Kids who love growing and studying cacti and will nurse your sick plants for you at low cost.

.....

CAMELOT CARPET CLEANERS

221 Conway Street, Greenfield, MA 01301

CamelotCarpetCleaners.com • (413) 773-9599

Cleans carpets, upholstery and area rugs, machine and handmade Oriental styles and braided rugs in homes and businesses throughout Franklin County.

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GOOGLE MYBUSINESS

Google My Business (previously Google Pages) is the main business directory used by Google for its search engine and maps. This is an important part of having good “SEO Juice” in Google and on the web in general. If you’re not sure you’re in there, stop everything.

Your first test is to go to Google and type in your business name, not the website domain, but your actual business name. Your information should show up at the top of the list with a marker flag next to your address, several important pages from your website highlighted, and a map box on the right showing your location, directions, contact info, hours, etc. If you don’t see the map or the marker, go to www.Google.com/Business to get started.

Below the map box you should see a small link labeled “Are you the business owner?” Clicking that will bring you to a login page similar to Gmail and Google Analytics. From here you’ll be able to edit your business info, including adding the keywords.

Of all the information you enter for your business, the keywords, called “Categories,” are the most important, and the most frustrating. Google has a rigid set to choose from, and you can only choose five. If your business doesn’t fall into one of their categories, choose whatever works best since you cannot add custom categories.

The second most important information you can provide is your address. This starts the process of getting you on Google Maps, which is critical if you’re a store-front business that relies on customers getting directions.

CASE KNIFE OUTLET

6255 Highway 269, Parrish, AL 35580
CaseKnifeOutlet.com • (800) 479-4393

Case knives, accessories, apparel, kitchen cutlery, Zippo lighters. All thing knife-related for outdoor living and indoor dining. Daily specials, frequent sales.

CATHY ROBERTS REAL ESTATE | COHN & COMPANY

117 Main Street, Greenfield, MA 01301
CathyRobertsRealestate.com • (413) 625-2035

Cathy is a full-time real estate agent and native to the area offering a level of local knowledge and a powerful far-reaching network.

CELL-U-SPRAY

55 Maple St. Florence, MA 01062
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From a small addition to commercial buildings we can help you use less energy with the highest quality cellulose available today.

CHARLIE KING MUSICAL POLITICAL SATIRIST

45 1/2 School Street, Shelburne Falls, MA 01370
CharlieKing.org • (413) 625-8115

Charlie King is a musical storyteller and political satirist. His repertoire covers a century and a half and four continents.

CHESTERFIELD MA FIRE DEPARTMENT

5 North Road, Chesterfield, MA 01012
ChesterfieldMAFire.com • (413) 296-4049

The Chesterfield MA Department uses the most up to date and state of the art equipment and methods available.

Your Neighborhood Specialist

**Land • Farm • Commercial
Village Homes • Antique Homes
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With over 20 years of combined real estate sales and mortgage lending experience, it's easy to see why Cathy has earned her clients' respect as a **Trusted Advisor, Friend & Neighbor.**



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CathyRobertsRealEstate.com

CHILDREN'S ADVOCACY CENTER

56 Wisdom Way, Greenfield, MA 01301
cacFranklinNQ.org • (413) 475-3401

Minimizing secondary trauma to child victims by streamlining the handling of cases of child sexual abuse, serious child physical abuse, and child exploitation.

CITIZENSHIP NEWS

8 Fairfield Street, Amherst, MA 01002
CitizenshipNews.us • (413) 549-0601

Where citizenship educators/advocates find information, resources, and news concerning citizenship education, citizenship testing, and naturalization.

CLAYTON D. DAVENPORT TRUCKING

130 Colrain Street, Greenfield, MA 01301
CDDavenport.com • (413) 774-2080

Excavation, Bridge Construction & Rehab. Commercial & Residential, Land Development. Title 5 Septic. River bank stabilization. Steel Sheet Piling.

CLEARY JEWELERS

248 Main Street, Greenfield, MA 01301
ClearyJewelers.com • (413) 774-2883

Our family-owned, local jewelry store is your source for engagement rings, wedding bands, sterling silver, gemstones and pearls. Lots of white gold in stock.

CLIFF'S SMOKIN' BACKYARD BBQ

117 Ashfield Road, Buckland, MA 01338
CliffsSmokinBackyardBBQ.com • (413) 834-1196

Cliffs Smokin Backyard Barbeque BBQ serves Southern Wood Smoked Barbeque in Greenfield, Amherst, Northampton, Shelburne Falls in Franklin County MA

GOOGLE MAPS: GET ON IT AND USE IT

The flip side of Google Business is Google Maps. This is where your address literally hits the road. Couple this with the keywords entered in the Business record and you have a powerful method for getting people into your establishment.

Once you're in Google's Business database and you've entered in your street address, they'll want to verify the info before your record appears in searches. The two methods they use for confirming your info are: calling your phone and giving you a six digit code that you enter into your account, and/or sending a postcard to the address you provided with that six-digit code. Yes. A postcard.

Be aware, Google compares your address to other databases of business addresses, which means you can't enter someone else's address as yours. It may verify for a couple of weeks, but eventually it will be removed. If you work out of your house, this may be an issue. Keep that in mind when deciding whether or not you want to appear on Google's map.

Once your entry is verified you will find yourself on the map. If you like, you can copy the URL (web address) of the map and add it to your website on a link labeled "directions," or you can embed the map on a page. Click the gear icon on the bottom right of the map to access the options for linking or embedding your map.

Getting in the Google Business and Maps directory is important. If you need help, give us a call. We'll walk you through it.

COLD RIVER PACKAGE, CHARLEMONT

31 Main Street, Charlemont, MA 01339

ColdRiverPackage.com • (413) 339-5709

Cold River Package Store on Route 2, downtown Charlemont, MA, on the Mohawk Trail. Purveyors of the finest liquor, beer and wine.

COLE SIMMS DESIGN BUILD

261A Old Wendell Road, Northfield, MA 01360

ColeSimms.com • (413) 824-8582

Our number one priority is collaboration with our clients to develop new house designs • Scope of renovation work which meets a customer's expectations.

COMMUNITY HOUSE

10 Oak Street, Brattleboro, VT 05302

CommunityHouseVT.org • (802) 258-4438

Short-term residential assessment program (ages 6-13), an Independent General and Special Ed (grades K-8), Summer Day Camp (ages 5-13).

CONFLICT RESOLUTION WITH YOUNG CHILDREN: BETSY EVANS, EDUCATIONAL CONSULTANT

54 Wood Avenue, Gill, MA 01354

KidsAndConflict.com • (413) 863-2464

A six-step mediation process that adults can use to support young children at tense/emotional times. Now used in public schools and early childhood centers.

CONLEY'S PAVING & EXCAVATING SERVICE

1 Cumberland Road, Greenfield, MA 01301

ConleysPavingService.com • (413) 883-6736

Paving & excavating for foundations, additions, garages, pools, driveways. Welcoming all projects, even graveyarding and site preparation. Free estimates.

GOOGLE ANALYTICS: WHAT IS IT?

Google Analytics (GA) is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources. It is the most widely used website statistics service. Basic service is free.

There are four main components to the Google Analytics system:

Collection: You use GA to collect user interaction on your website. One package of information is referred to as a "hit." A hit is sent every time a user views a page that includes the GA code.

Processing: Once the hits from a user have been collected on Google's servers, the next step is data processing. This is the transformation step that turns your raw data to something useful based on parameters you assign during configuration.

Your Configuration: GA applies your configuration settings to the raw data. Once your data is processed, it is stored in their database.

Reporting: Go to www.Google.com/Analytics to access your data. Information available includes what pages are most popular on your website; how long people stayed; where they found out about it (ie; in-bound links); what keywords are used in search engines; and what country and city your visitors come from. Charts are presented in a variety of formats and you can set start and end dates as well. This information allows you to see what is working well on your site, and what may need updating.

COPPER ANGEL PIZZERIA AND RESTAURANT

24 Athol Road, Warwick, MA

CopperAngelPizza.com • 978-544-1932

Located in the center of charming Warwick; population 780. Housed in 'The Cobb Post Office' which was Warwick's first postal service in the 1800's.

COSMIC WIMPOUT

15 River Road, Leyden, MA 01337

CosmicWimpout.com • (413) 624-3902

Cosmic Wimpout, the Game of Cubes That's Pure Fun! Specialty dice game with lots of twists and surprises, and a history back to ancient times.

COUNTRY CLUB OF GREENFIELD

244 Country Club Road, Greenfield, MA 01301

CountryClubOfGreenfield.net • (413) 772-0970

Prestigious semi-private 18-hole course, the Country Club of Greenfield features 6,337 yards of golf from the longest tees for a par of 72.

COX AND POWERS, PA, ATTORNEYS AT LAW

136 Main Street, #201, Greenfield, MA 01301

CoxAndPowers.com • (413) 773-5007

Dedicated to preservation of client rights with dignity and respect. Focused on helping you cope with difficult and stressful legal, preserving your rights.

CUSHMAN MARKET CAFE AND GENERAL STORE

49I Pine Street, Amherst, MA 01002

CushmanMarket.com • (413) 549-0100

Cushman Market Cafe and General Store provides a comfortable and friendly place with a green ceiling for neighbors, kids and andors to enjoy!

GOOGLE ANALYTICS: SETTING IT UP

Setting up a Google Analytics account is easy and it's free. Creating a Google Analytics (GA) account requires that you have a Gmail email account, which is also free. Just go to their website: www.Google.com/Analytics

If you don't already have a Gmail account you will be prompted to create one now. If you already have a Gmail account, sign in (unless it's your personal email, in which case you should set up a new one). You will then be prompted to create the GA account. Make sure to select Website, not Mobile Ap. Use your business name as your account name.

Once you have completed the set up, you will be given an account number, which looks like this: UA-12345678-1

Depending on the website software you use, you may have to download and install a plug-in. For more information refer to the online knowledge base of the software provider.

If you are a RocketFusion customer, you can now simply copy that account number and go to Admin > Site Settings > Google and paste it into the field labeled `text_Google_Analytics_account`. This will enable the GA tracking code on your website.

If you have a static website you will have to embed the code into the headers of every page on your site.

DAN HALE CUSTOM CONSTRUCTION

76 Hope St, Greenfield, MA 01301
HaleConstruction.com • (413) 522-0546

A family-owned and operated full service remodeling and building firm, specializing in restorations and renovations, big and small, we do them all.

DAN PIASECKI WEDDING PHOTOGRAPHY

2 Griffin Place, Salem, MA 01971
DanPphoto.com • (219) 771-1660

Dan's wedding photography stems from his romantic perspective on life. Sharing and preserving your wedding with a sense of fulfillment and pride in his work.

DARKSTONE LLC | TRADITIONAL STONEMARK

P.O. Box 9, Deerfield, MA 01342
DarkStoneNewEngland.com • (603) 365-7082

Darkstone LLC transforms outdoor environments through the artistry of traditional stonework.

DAVIS BATES, STORYTELLER

PO Box 210, Shelburne Falls, MA 01370
DavisBates.com • (413) 625-0202

A mixture of family, Native America, international and regional stories and songs of empowerment, history, spirit, the environment. For 32 years.

DEB ELLIS PHYSICAL THERAPY

17 Research Drive, Amherst, MA 01002
DebEllisPhysicalTherapy.com • (413) 695-6069

Clinical Specialist in Neurologic Physical Therapy. Since 2004, outpatient/home care and consulting physical therapy, Synergy & Rehab.

GOOGLE ANALYTICS: USING IT

Once your Google Analytics (GA) account is set up it will take a few days to generate information. To access the account, simply go to www.Google.com/Analytics and log in. You will see the main dashboard, where your website(s) are listed.

Choose the website you'd like to view and you'll see a line chart that shows the previous month's worth of traffic with some numeric stats below. You can click on the date to set the start and end period of the report. On the left side you'll see many reports to choose from. Here are the most important ones:

Audience / Geo / Location is interesting because it gives you the location where people are when they view your website. Click on the United States and see all the states' statistics. Click on a state to see a bubble map of cities and towns. This is helpful info if you're thinking about doing localized advertising.

Acquisition / Keywords / Organic shows you what keywords people used in a search engine that placed your site on the results page, which people then clicked to get to your website. Set "Show rows" at the bottom of the page to 100 or 250 to see a more complete list.

In this chart "session" comprises the entirety of a person's interaction with your website. "New" indicates how many of the visitors are thought to be new (not returns). "Bounce rate" means they viewed one page and then left. If you use Facebook, also check out the Acquisition / Social / Overview report.

DEBORAH SAVAGE, WRITER & ARTIST

PO Box 210, Montague, MA 01351
DeborahSavage.net • (413) 367-0134

Award-winning novelist, illustrator and teacher — 30+ years as a writer and visual artist, writing workshop facilitator, speaker at writing conferences.

DEERFIELD CAR & SHUTTLE

78 Hillside Road, South Deerfield, MA 01373
DeerfieldCarAndShuttle.com • (413) 665-4369

Airport livery services for consumer/commercial clients. Hourly rental of vehicles available for extended day trips and personal out of town appointments.

DENISON LOGGING AND LUMBER WESTERN MASSACHUSETTS

140 West Leyden Road, Colrain, MA 01340
DenisonLoggingAndLumber.com • (413) 768-9729

Custom sawing, commercial lumber, commercial packaging, framing lumber, post and beam, blocking, pointed grade stakes and emergency tree services.

DON BACHELDER SQUARE DANCES

134 Gill Road, Bernardston, MA 01351
BachelderSquareDances.com • (413) 648-3003

Calling Modern Western Square Dances. Fun nights and Corporate events in New England & New York, and Ottawa and Montreal in Canada.

EASTHAMPTON MUSIC CONSERVATORY

12 Greenwood Court, Easthampton, MA 01027
WesternMAMusic.com • (413) 527-9884

Offering exciting private and group lessons for musicians of all ages and abilities. Finest teachers in the valley, focusing on excellence in musicianship at all levels.

MARKETING IS A CONCEPT: Your On-going Task

Marketing is a concept. As such, it's never final. Marketing is an ongoing task of message development, communications, connections and ideas.

Marketing is also, unfortunately, one of the most misunderstood and ignored parts of a small business. Making time to market your business, service or idea can seem daunting, even expensive. Take it from me – someone who has made his living helping people get noticed: marketing isn't that scary, or expensive. It just requires a bit of common sense and dedication. Here are three tried and true methodologies for a simple yet effective marketing campaign:

First: Have Something Valid to Say

Much of what we hear about marketing / advertising today focused on the “hook” or the “sell.” As a small local business, distinguish yourself by telling the authentic story of yourself and what you do. Customers prefer to connect with local businesses and talk to real people. Connectivity equals money in the bank.

Second: Take the Time for Social Media

I know... you hate it. Or you just don't understand it. But it's the way businesses across the street and across the globe are building their brand. Don't just do it. Do it right. Get help from a professional, learn the technology, and invest an hour a week to connect to your customers.

EDDIE'S WHEELS FOR PETS - THE PET MOBILITY EXPERTS

140 State Street, Shelburne Falls, MA 01370

EddiesWheels.com • (413) 625-0033

*Designing and manufacturing custom wheelchairs for dogs and handicapped pets.
Made in the USA in Shelburne Falls, MA by a family-owned business.*

.....

EDWARDS TREE SERVICE

62 Mormon Hollow Rd, Millers Falls, MA 01349

EdwardsTreeServiceMA.com • (413) 325-7823

*An experienced crew with many years training and full-time, practical experience
in arboriculture, horticulture, landscape architecture, and forestry.*

.....

ELECT REPRESENTATIVE STEVE KULIK

1 Sugarloaf St., South Deerfield, MA 01373

ElectSteveKulik.org • (413) 665-7200

*Reelect Rep Steve Kulik for Ashfield, Buckland, Chester, Chesterfield,
Conway, Cummington, Deerfield, Goshen, Huntington, Leverett, Middlefield,
Montague, Plainfield, Shelburne, Shutesbury, Sunderland, Whately,
Williamsburg, Worthington*

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ELFTUNES PUBLISHING

111 N. Broadway, apt B, Irvington, NY 10533

ElfTunes.com • (917) 803-2391

*Presenting Silas Barnaby, a holiday music inspired duo with serious issues. Listen
to Christmas Stew or the Angels and Whisky, the Christmas Love Song.*

.....

EMERSON FAMILY CHRISTMAS TREE FARM

878 Bernardston Road, Greenfield, MA 01301

EmersonTreeFarm.com • (413) 773-5245

*Family-owned tree farm, open seasonally from November 11th through
Christmas Eve every year. We are open 9 a.m. to 6 p.m., 7 days a week.*

.....

MARKETING IS A CONCEPT: Your Website is a Reflection on Your Business

Third: Have a Good Website

In days past customers would go to the Yellow Pages, the local newspapers, and the area chamber. Today, it's all about the web.

If you don't have a website you are missing out on a large pool of potential customers. If you do have a site and it's outdated, unattractive, or doesn't work, you come off as unprofessional.

The Internet is responsible for 70% of small business leads. How potential customers search, and what they find when they get there is mission critical. Heed my advice: don't skip out on your web presence. It should look good and convey your story.

Make sure any marketing you've done is backed up with content on your website. Logos, advertising slogans, even color schemes should match up and support each other. Specials that you advertise must be present in an obvious place and remain up to date.

There are multiple ways to attack even the most straightforward challenge in life. The same goes for marketing. I have helped hundreds of small and mid-sized businesses understand there are multiple paths in the wood to follow along the marketing trail. Remember to pay attention, have something real to say, and share your story in an authentic way. Good luck!

—Patrick Davis, PatrickDavisKnows.com

EMPHASIS CONSULTING GROUP, LLC

71 Lockes Village Rd, Wendell, MA 01379
EmphasisConsultingGroup.com • (978) 544-2688

Strategic consulting non-profit, municipal, business, and political clients. We create, develop, communicate, and accomplish locally and throughout MA.

ENCHANTED CREATIONS BY MELANIE

21 New Plain Rd, Northfield, MA 01360
EnchantedCreationsByMelanie.com • (413) 768-8874

Enchanted handmade creations by Melanie—custom princess, fairy, wedding, flower girl, birthday tutu dresses. halos, fairy wings

ENSO BISTRO SUSHI

1035 South Street, Pittsfield, MA 01201
EnsoBistro.com • (413) 499-7900

Enso Bistro - The Berkshire's Premeire Asian Dining Experience. Sunday-Thursday, 1/2 Price Sushi Menu.

FAMILY SHOPPER GIFT BOOKS

West Swanzey, NH
FamilyShopperGiftBooks.com • 800-395-5174

Coupons worth over \$2000 from 111 businesses in the Greenfield area, or 104 in the Keene, NH area. Each Gift Book is \$44.95, cash on delivery.

FAST CONTRACTOR WEBSITES - QUICK, CHEAP, WORK.

20 River Street, Greenfield, MA 01301
FastContractorSites.com • (413) 320-5336

Fast Contractor Websites - When people look for contractors on Google, you need to be found. And when people find you on Google, that means jobs.

MARKETING IS HARD WORK... Not Getting New Customers is Harder

The biggest problem with websites not being found when doing a search on a particular business market comes from the website owners who are unable or unwilling to do the work to create good, keyword-rich content.

Even if you take care of all of the obvious geographical and business linkage on Google MyBusiness and other like-sites, out-of-town businesses can still be ranked higher for various business specialties. In most cases it turns out that the out-of-towners are delivering better content about their businesses.

The simplest and cheapest things you can do for your website are the following:

- Click through all the pages on your website to make sure every possible service keyword appears on your website somewhere, preferably on your homepage. If your website does not have quality text content — focusing on and including descriptive text about your services and products — you are definitely missing the boat.
- Increase the amount of searchable text on your website by posting regular news items or blog posts. The side benefit is you can share the new posts via email and on Facebook, Twitter, etc., but the content originates and stays on your website.

FIRECROW HANDWOVENS

Gill, MA 01354

FireCrowHandWovens.com • (413) 522-0358

Handweaver Kathy Litchfield draws inspiration from nature and the magical world around us to create pieces that enhance one's home and lifestyle.

FIREWOOD PROCESSOR- WOODBINE FIREWOOD PROCESSORS FROM CRD METALWORKS

17 Hyde Hill Road, Williamsburg, MA 01096

CRDMetalWorks.com • (888) 667-8580

Firewood Processor- Woodbine and Rapido Loco from CRD Metalworks. Produce 5+ cords of split cordwood an hour with ease of maintenance.

FIRST ANNUAL CRANKING ROCKTOBER BLOWOUT

20 River Street, Greenfield, MA 01301

RocktoberBlowout.com • (413) 320-5336

Two-hour documentary of the 1st Annual Cranking Rocktober Blowout, 1988, at the Brooklyn Army Terminal, NY, with Arbitrage, ASD, and a Blues Band.

FLOWERTOGRAPHY FRAMED FLOWER PHOTOS

Greenfield, MA

Flowertography.com

Framed photos by IvySong Bouquet — spring flowers & cacti, by a skilled teenager in her 1st business. Perfect for offices/homes. All sizes, up to three feet!

FRANKLIN COUNTY BAR ASSOCIATION

20 Federal Street, Greenfield, MA 01301

FranklinCountyBar.org • (413) 773-9839

The professional organization for attorneys interested in promoting the administration of justice and standards of excellence in the legal profession.

- Add new photos and share them on Facebook and maybe Pinterest, creating links back in to your website.
- Make sure all the business listing websites have your correct contact information and that they ALL link to your website. Inbound links are critically important.
- Make sure you have a Google “My Business” page, with the proper categories chosen, and your hours, etc.
- Get a free Google Analytics account and install it on your website so you can gauge traffic.
- Do searches for your services on Google and see what happens. Clicking on the link to your website tells Google that this website (your website) is a good match for the keywords you entered.

This may seem like a lot of work, but not getting new customers is harder.

If you need help with any of that, Montague WebWorks is always here to help.

FRANKLIN COUNTY COMMUNITY MEALS PROGRAM

P.O. Box 172, Greenfield, MA 01301

FCCMP.org • (413) 772-1033

Franklin County Community Meals Program provides community meals (Greenfield, Turners Falls and Orange) and operates the Orange Food Pantry.

FRANKLIN COUNTY SPORTSMEN'S CLUB

721 River Road, Deerfield, MA 01342

FCLSC.org • (413) 772-0346

The Franklin County Sportsmen's Club is your place to learn, practice and enjoy the shooting sports!

FREIGHT HOUSE ANTIQUES

11 E Main St, Erving, MA 01344

FreightHouseAntiques.com • (413) 422-2828

Your senses will take flight as soon as you walk through the door. Antiques, collectables, garden statuary ... and Food! Antiques collection Cafe counter.

FRENCH KING RESTAURANT & MOTEL

129 French King Highway, Erving, MA 01344

FrenchKingRestaurantAndMotel.com • (413) 824-7904

A few steps away from the French King Bridge at the confluence of the CT and Millers Rivers. 7 miles east of Greenfield on Route 2 one mile west of route 63.

GBR LANDSCAPING

122 South Prospect Street, Millers Falls, MA 01349

GBRLandscaping.com • (413) 687-4783

GBR Landscaping can provide organic lawn care and organic pest control for your home or office.



**Trash Service - Debris Dumpsters - Storage Units
Cordwood - Bulky Item Disposal - Lawn Mowing
4-Step Fertilizer Program - You Rake 'Em we take 'Em
House Clean Out - Garden Center Products - Sand
Bark Mulch - Loam - Stones - Perennials & Annuals
Mother's Day Baskets - Memorial Day Geraniums**

**Call a Representative Today! (978) 544-6511
or write us on our website www.gelinascompany.com
Conveniently off routes 2 & 202 in Orange MA**



GELINAS LAWN MAINTENANCE

241 Daniel Shays Highway, Orange, MA 01364
GelinasCompany.com • (978) 544-6511

Your Local Reliable Waste, Recycling & Landscape Company. Providing Commercial/Residential Landscaping and Lawn Maintenance Since 1992.

GHS ALUMNI ASSOCIATION

P.O. Box 1332, Greenfield, MA
GreenwaveAlumni.org • (413) 834-8040

A non-profit organization dedicated to supporting Greenfield High School, alumni, present and future students, as well as our community of Greenfield.

GILL MONTAGUE COUNCIL ON AGING

62 Fifth Street, Turners Falls, MA 01376
GillMontagueCouncilOnAging.org • (413) 863-4500

Our mission is to enhance the quality of life for seniors in the community by providing health, education, and recreation programs and activities.

GILMORE & FARRELL INSURANCE

525 Bernardston Rd, Greenfield, MA 01301
GilmoreAndFarrell.com • (413) 773-3686

Franklin County's local, independent insurance agency for auto, home, motorcycle, collector car, boat, snowmobile, renters and business insurance.

GIVING TREE SCHOOL

3 Wood Avenue, Gille, MA 01354
GivingTreeSchool.org • (413) 863-9218

Giving Tree School is a nonprofit educational organization that has been providing programs for young children since 1976.

MARKETING:

Facebook for Small Businesses

Facebook is the undisputed leader of social media. Worldwide, there are about 1.5 billion monthly active users, with almost a billion people logging onto Facebook daily. 56% of U.S. residents have a Facebook account, and every second five new accounts are created. What's the take-away on all that? Facebook cannot be ignored if you want to promote your business for free, or advertise for cheap.

So, how do you jump into this ocean of potential customers? First, create an account — go to Facebook.com and sign up. The form is on the home page. Fill in your first name, last name, email address or mobile phone number, a password of your choosing, your birth date and gender.

Why do they want your birth date and gender? For marketing and statistics. For instance, we know that 45% of all Internet users aged 65 and older use Facebook; 30% of all Facebook users are between 25 and 34; half of 18 to 24 year-olds go on Facebook when they wake up; and the male/female gender split is 42%/58%. This is all good information for you as a business, and your account will become part of the statistics pool for other businesses looking to market on Facebook. It's the world we live in. To use the network, you have to become a commodity on it.

The next step is to create a Page on the site for your business. This is optional, however. You can create your account as your business instead of as a personal account, but that has drawbacks.

GOOD DIRT POTTERY

Brattleboro, VT

GoodDirtPottery.com • (413) 695-4684

Good Dirt Pottery has been creating handmade stoneware and porcelain utilitarian ware and sculpture in our studio since 2001

GRACE ELECTRICAL SERVICES

30 Montague Street, Leverett, MA 01354

GraceElectricalServices.com • (413) 548-9137

Serving the towns of Connecticut and Western Massachusetts since 2006. We pride ourselves on seeing that the needs of our customers are met.

GRANBY FIRE DEPARTMENT

259 E State Street, Granby, MA 01033

GranbyFire.org • (413) 467-9696

Granby Fire Department is dedicated to providing for the safety and welfare of the public through the preservation of life and property

GREEN EMPORIUM ART AT THE BARREL SHOP

2 Heath Rd, Colrain, MA 01340

GreenEmporium.com • (413) 624-5122

Green Emporium, That Special Place, is the gourmet restaurant, neon art gallery in Western Massachusetts. We cater weddings and special events.

GREENFIELD AUTO TRIM & SIGN

24 Place Terrace, Greenfield, MA 01301

AutoTrimAndSign.com • (413) 772-0042

With over 30 years of experience in custom graphics, automotive accessories and vehicle signage, we are ready to fulfill your expectations.

MARKETING:

Facebook Accounts—Personal or Business?

Some people just create their account as their business. In some ways this makes things simpler. You no longer have or show any expectation that this is YOUR account. It is the business account, and all queries and interactions are between your business and the users of Facebook. When you log in, you are your business.

The drawbacks, though, are many. If you do ever want to connect with family and friends, you will need to create a separate account, which will require a different email address or mobile phone number. If you plan to use your accounts frequently you'll wind up logging in and out of the two accounts to accomplish anything.

Also, if you want to deputize staff or associates to post on your behalf, you may not want to give them access to your email. You could set up a separate email address for this, but now you're going to lengths to avoid using Facebook the way it was intended. Creating a personal account, and a separate business Page makes sense because you can add other people as admins of your Page, with various levels of access (ie; full admin or just page posting).

But the most important reason to have a business Page instead of using Facebook as your business are the statistics they provide, called Insights, such as the number of people who saw one of your posts, and the demographics of people who like your Page, including gender and location.

GREENFIELD LODGE OF ELKS #1296

3 Church Street, Greenfield, MA 01301
GreenfieldElks.org • (413) 774-4909

Since its inception in 1868, the Order of the Elks has grown to include nearly 1.2 million men and women in almost 2,200 communities.

GREENFIELD MA CANDIDATES

20 River Street, Greenfield, MA 01301
GreenfieldCandidates.com • (413) 320-5336

A website that compares all candidates up for election in the Greenfield, MA, Annual Town Election

GREENFIELD MEN'S TOUCH FOOTBALL LEAGUE

Green River Field, Greenfield, MA 01301
GreenfieldTouchFootball.org • (413) 773-8256

Greenfield Men's Touch Football League, weekly scores and standings. Sign up for news and scores.

GREENFIELD SELF STORAGE CENTER

78 Woodward Rd, Greenfield, MA 01301
GreenfieldSelfStorageCenter.com • (413) 774-7700

Family-operated — your self storage facility, with newer, modern facilities, built in the late 1990's, and various sized storage units, from \$55 per month

GREENFIELD MA — NEWS & GOSSIP IN CROSS-ROADS CITY

20 River Street, Greenfield, MA 01301
GreenfieldMA.net • (413) 320-5336

The place on the web for local gossip, news, event calendars and business listings for Greenfield, MA. Check out our other local community websites!

MARKETING:

Creating a Facebook Business Page

The next step, after creating a personal Facebook account is to create your business Page. There are many types of pages you can create on Facebook, and of course, they're all free: Local Business or Place; Company, Organization or Institution; Brand or Product; Artist, Band or Public Figure; Entertainment; Cause or Community.

Each type of Page has a list of sub-categories, and capabilities. The Page type with the most capabilities is Local Business which allows for Short description, Website, Email, Phone, Address, Map, Check-ins, and Ratings & reviews.

Local Business type Pages display a map of where your business is located, and Facebook users can check in to your establishment when they arrive. This shows up as a top-level stat on your Page, which can be an indicator of how popular your business is.

If you've selected Restaurant/Cafe for your Page's sub-category, you can also add a menu to your Page.

Once the Page is set up you can also claim a distinctive URL, such as facebook.com/MontagueWebWorks. To do this you must be an admin of the Page. Go to facebook.com/username and follow the instructions. If it's not already taken, it's yours.

Lastly, add your Page logo, and your top banner/header by just clicking on those areas of the Page.

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Hampshire County Fire Defense Association - Serving the county through regional collaboration

MARKETING:

Using Your Facebook Business Page

Now you're all set up with your shiny new page. How to use it? As with everything on Facebook, it's all about posts. Make sure they come from your website. All social media posts should always link back to your site!

Once you've copied the link to your page, add a short comment about it, or use the first paragraph of the story.

Cycles and usage patterns should be considered, too. For instance, half of 18-24 year-olds go on Facebook when they wake up. The highest overall traffic occurs mid-week between 1 pm and 3 pm, and the highest level of interactivity happens on Thursdays and Fridays. This is when you should post.

Additionally, you can Boost a post by paying for more reach. Long gone are the days when every fan of your Page will see your posts. The good news is that it's not expensive. Spending \$20 could put your post in front of thousands more people, including those who have not yet liked your Page, and you're able to drill down to all kinds of demographics, such as gender, location, and interests.

Either way, whether you pay to Boost your post or not, the purpose of posting anything to your Facebook page is to get people to like your page and come to your website. Once they're there, you can do business.

HAMPSHIRE REGIONAL EMERGENCY RESPONSE TEAM

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MARKETING: Claiming A Facebook Page

Perhaps you have a business and haven't yet created a Facebook "Page" for your company, and you find that there's already an unofficial page for your company. Now what?

Facebook uses basemap information obtained from town and city business records, as does Google. If you register your business in your town, that information will eventually make it out to all the business listing websites, such as Google, Facebook, Merchant Circle, Yelp, Manta, etc.

To take over the unofficial page, you need to click the "Is this your business?" link at the top right. A pop-up will appear asking (a) if you want to merge this page with one you already are an admin for, or (b) if you want to claim and verify that you own the business by receiving a phone call with a code to enter into their verification process.

Once that's done you'll be able to edit all the information about your business, including changing the street address, if you've moved, the phone number, hours of operation, change photos, etc. and YOUR WEBSITE. This is critical, as in-bound links to your website will help increase your relevance and higher ranking in search results.

It's also important for your Facebook Page to have some photos on it. A logo, an banner, and a few initial posts about things going on at your business also help.

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MARKETING: What is Twitter?

Twitter is the micro-blogging social media system, unique for its one limitation: you cannot post messages, or Tweets, longer than 140 characters. This has the effect of turning the network into a meta-comment system, where people jot off brief comments on whatever is happening in the world or locally around them.

Uses: news organizations have come to use Twitter to report hot news items as well as receive comments on stories they report on; political candidates use it to get their word out and people use it to tell them their opinions; and businesses use it to promote products and offer real-time customer service.

The two main hooks on Twitter are @ usernames and # hash tags.

A username is how you're identified on Twitter, and is always preceded by the @ symbol, for instance; @MikMullerMA. Subscribing to a Twitter account is called "following." To start following, click the Follow button next to the user name or on their profile page to see their Tweets as soon as they post something new.

A hashtag is any word or phrase preceded by the # symbol. When you click on a hashtag, you'll see other Tweets containing the same keyword or topic. This is how Twitter is used most. People Tweet on various topics, like #FirstWorldProblem if they find their local wireless connection is running slow.

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*Our mission is to grow the finest food in the world, all year long, for ourselves and others.***MARKETING:****Twitter for Small Business**

The primary reason to use Twitter as a business is to get more website traffic. To easily connect users with your website, you can create Website Cards that can be promoted to a targeted group of users.

Website Cards allow you to better promote your website on Twitter by adding an image, related content and a strong call to action button to your Tweet. By linking a preview of your website to your Tweet, the Website Card offers a seamless way to drive the right audience to your site with a single click.

Gaining relevant followers is the key to getting your ad seen by more people. For example, followers share positive experiences about the businesses they follow with their own networks, Retweet your Tweets, and are more likely to purchase from you in the future. As your community grows you create new opportunities to drive more of these actions each time you Tweet.

And, unlike Facebook, Twitter does not hold back your content from your followers. If you Tweet it, they will likely see it.

One way to quickly gain more followers is to pay for a Promoted Account, which promotes your business to other users who fit a profile you determine. Paying for new followers through this program averages 30¢ each.

LEVERETT MA - NEWS AND GOSSIP IN LEVERETT, MA

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The place on the web for local gossip, news, event calendars and business listings for Leverett, MA. Check out our other local community websites!

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P. O. Box 164, Berlin, MA 01503

MassPainInitiative.org

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256 North Pleasant Street, Amherst, MA 01004

AttySerduck.com • (413) 253-5761

Michael J. Serduck serves Western Massachusetts mainly Hampden, Franklin and Hampshire counties.

MARKETING:

Pinterest

Pinterest.com is a popular photo-centric social media website with literally hundreds of thousands of photos to browse, all of which have been uploaded by the users of the system. As a small business owner, Pinterest can be utilized in a variety of ways, and is a great tool to learn your potential clients' wants or needs.

Many people use Pinterest for visual inspiration, ie; to save visually inspiring or pleasing images. Normally these images, or “pins.” have links attached to them. Therefore, if someone would like to visit the source of a pin, they simply need to click the link.

Pinterest users, or “pinners,” use “boards” to categorize their pins into specific areas of interest. A pinner may have boards dedicated to anything from antique cars to interior design to fashion inspiration, and then share them. Other pinners may “follow” such boards, or even another user, if it interests them. All pinners have a “feed” which is constantly being updated with fresh pins (content) from the various boards and users they have followed.

Setting up an account is fairly easy, you can even connect your new account to your Facebook account, if you have one. Once you're in, you can begin creating new boards and posting pins (uploading photos). Make sure add a good description, and good keywords. As people search for pins they're interested in, they may “follow” your account.

MILLERS FALLS ROD & GUN CLUB

210 Turners Falls Road, Turners Falls, MA 01376
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We provide for friendly relations, social welfare and interests to our members, friends, and guests; to promote interest in hunting, fishing and related activities.

MONTAGUE BUSINESS ASSOCIATION

PO Box 485, Turners Falls, MA 01376
MontagueBusinessAssociation.com

Montague's prime business network, our mission is to play a vital role in the town by building a viable business support system through communication and action.

MONTAGUE CATHOLIC SOCIAL MINISTRIES

43 Third Street, Turners Falls, MA 01376
MCSMcommunity.org • (413) 863-4804

Founded in 1994 by local clergy in response to a crisis of violence in the community, we listen and respond to the requests of our neighbors.

MONTAGUE CENTER VOLUNTEER FIRE DEPARTMENT

Old Sunderland Road, Montague, MA 01351
MontagueCenterFire.com • (413) 625-8200

Proudly protecting 2078 people living in an area of 9.8 square miles. We are a public department whose Volunteer members receive an annual honorarium.

MONTAGUE COMMON HALL

34 Main Street, Montague, MA 01301
MontagueCommonHall.org • (413) 367-9415

The Montague Common Hall, built in 1835 as a Unitarian Meetinghouse, is home to the Montague Historical Society; provides a large, open, friendly space.

MARKETING:

Pinterest — continued

Gaining more followers means that more eyes will be seeing your pins, and will increase the likelihood that a pinner will click-through to your website. A reliable way to gain followers is using community or shared boards with other pinners. These boards are seen by larger groups, but are not completely under your control. Pinning should be done with more frequency than other forms of social media. Once you have pinned 800 or more pins, traffic to your Pinterest profile increases very rapidly.

Pinning to industry-specific boards will help gain insight to trends within a given industry. Additionally, looking into who is following industry boards will help find users who may be looking for products or service you supply. For example, if a furniture dealer wants to drive traffic to their website through Pinterest, they can start by creating a board for interior design inspiration and “pin” design images that may reflect the company’s style.

In addition, a business can also create pins using images from own their website, and add the link associated with it.

Lastly, it is important to add a link to the business website on your main profile page so that pinners may easily find your website, which of course is the whole reason you are there.

—Claire DuSell, partner, DanPphoto.com

MONTAGUE COMMUNITY TELEVISION | MCTV

34 Second Street, Turners Falls, MA 01376

MontagueTV.org • (413) 863-9200

Channel 17, is the public access station for Montague, featuring selectboard meetings, school committee meetings and programming from local residents.

MONTAGUE MUG RACE

Main Street, Montague, MA 01351

MontagueMugRace.com

The Race is 5.5 mile. starting in the north east corner of Village Green, winding through the gorgeous hills and back roads of Montague Center, MA.

MONTAGUE MA - NEWS AND GOSSIP IN THE FIVE VILLAGES

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THE place on the web for local gossip, news, event calendars and business listings for Montague, MA. Check out our other local community websites!

MONTAGUE PUBLIC LIBRARIES

201 Avenue A, Turners Falls, MA 01376

MontaguePublicLibraries.org • (413) 863-3214

MPL has three branches: Millers Falls, Montague Center, and the main branch in Turners Falls, in the historical Carnegie Library building, built in the 1900's.

MONTAGUE SOAPBOX DERBY

First Street, Turners Falls, MA 01376

MontagueSoapboxRaces.com • (413) 320-5336

Held in Unity Park Turners Falls, Franklin County's only soapbox derby. Open to everyone from ages 8 to 80! Open format carts can become quite creative.

MARKETING: and the Rest!

Google+, is often viewed as the Facebook wannabe, but you can bet it's not going away anytime soon. In fact, it's only becoming more and more important for businesses to engage and grow their circles on this platform. When you do a search on Google you'll notice that Google+ is everywhere, so if your business is posting on Google+, you're essentially receiving free ad space when users search for you on Google. Almost more importantly, Google+ is integrated with YouTube, so users are unable to comment on that platform without being opted into Google+. [reelseo.com]

And speaking of YouTube, have you considered video? More and more people are clicking on links to YouTube videos when they see them in search results. So, if someone is searching for something on Google and they see a video, pretty often they'll click on it. Will that video be yours? You should think about having a video made about your company, essentially a TV ad or How To ad, upload it to YouTube with plenty of keywords and a good description, and embed the video on one of your pages. It will get viewed many times if done right.

Meant primarily for networking with other professionals, LinkedIn is a sort of living resume version of Facebook. You set up an account and provide exhaustive information on school and work history. Posts there are seen by your peers, called Connections, allowing you to share your professional knowledge with others. Who knows. You may pick up a job or two.

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MVPFitnessAndSport.com • (413) 687-0774

MVP Fitness and Sport Performance specializes in sports conditioning, personal and online training in Amherst, and Greenfield, Massachusetts

MARKETING AND SEO:

Post Some news!

A priority in terms of SEO maintenance should be making sure you have fresh, relevant content on your website. The best way to do this is to regularly post news articles. You could have the newest of these articles show up in a side-bar, or have a dedicated news page. Here’s why adding news is important:

- (1) Customers coming to your site will see content posted with a recent date. This shows you’re engaged with your site, and thus engaged with your customers because you’re taking the time to keep your site up-to-date.
- (2) The build-up of news articles slowly increases the amount of content on your website for Google to index and for people to find when doing searches. Bottom line: the more words on your website, the larger your potential for appearing in a Google search.
- (3) You might post something that someone else finds very useful or informative, and if they are on social media they may share it or link to your article... where other people will see the link and read your article. And Google likes when people link to you.
- (4) As your news article content builds over time, it’s possible that local news organizations will come to you as a leader in your industry and will request interviews or quick quotes in related news stories as a reference on the topic. That is advertising you cannot buy.

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337 Athol Richmon Road, Royalston, MA 01368
NartowiczTreeService.com • (413) 325-5985

No matter how large your property is, our team will properly attend to every single tree and shrub. Go with the pros.

NEWT GUILBAULT COMMUNITY LEAGUE

Montague Street, Turners Falls, MA 01376
NewtGuilbaultLeague.org • (413) 824-0901

The purpose of the League is to build the youth of our community into fine adult citizens through the highest ideals of sportsmanship and fellowship.

NORTHEAST SOAPBOX ASSOCIATION

20 River Street, Greenfield, MA 01301
NorthEastSoapbox.org • (413) 320-5336

Northeast Soapbox Association is a not for profit membership organization promoting free-form soapbox gravity races in the North Eastern United States.

NORTHWOODS FOREST PRODUCTS

675 Gulf Rd, Northfield, MA 01360
NorthwoodsForestProducts.com • (413) 498-5335

Founded in 1997, Northwoods Forest Products is a small family-owned forest products business situated on 115 acres in the hills of Northfield, MA.

NYZIO HEATING AND AIR CONDITIONING

56B Buckley Boulevard, Chicopee, MA 01020
NyzioHVAC.com • (413) 534-3320

Nyzio HVAC offers installation of Central Air Conditioning Systems, Heating Systems, High Efficiency Filters, Filter Change, Duct Cleaning, Troubleshooting

MARKETING AND SEO: Post Some News... Then Email It!

The most important reason to post news articles to your website is because you can EMAIL them to customers.

Depending on your website management system, you may have a growing database of contacts right in your site. In the RocketFusion platform, this is accomplished through both the Contact Us page and any dynamic forms you create. Other systems include Constant Contact and the like. If you have a shoe box full of addresses from sign-up sheets, it is time to start typing them in. Remember, these customers and prospects reached out to you. You should take advantage of potential business by reaching back with news, specials and deals, and helpful tips.

What kind of business do you own and how do the seasons affect your work or products? Is there something you can inform your customers about? If you're a contractor of any kind, post an article about the coming season and what customers should do to prepare for it. If they need help, they can call you to set up an appointment. Send that news article out by email to your contact list.

If you set up a Facebook business Page, you should post the article there by simply copying the link and pasting it into a new status. If you've set up a Twitter account, you should do the same.

In summary, post frequent news to your site and share it through as many means as possible, making sure to link back when you can. Drive that traffic!

OLD ORCHARD BEACH - OCEAN FRONT RENTAL

39 West Grand Avenue, Old Orchard Beach, MA 04064
OldOrchardBeachOceanFrontRental.com • (413) 824-0012
*Located at the Brunswick Hotel in historic Old Orchard Beach, Maine, our
condo offers breathtaking ocean views and sounds.*

.....

OLIVE STREET DEVELOPMENT

PO Box 53, Greenfield, MA 01301
OliveStreetDevelopment.com • (413) 522-3161
*Green developers; experienced, caring, responsive property managers;
specializing in well lit, clean, quiet, historic properties in the Greenfield area.*

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OMASTA LANDSCAPING

265 Bay Road, Hadley, MA 01085
OmastaLandscaping.com • (413) 584-2550
*Since 1979, creating beautiful landscapes for homeowners and businesses. Our
full service company provides maintenance to make your property a showpiece.*

.....

PACIOREK ELECTRIC

127 Elm Street, Hatfield, MA 01038
PaciorekElectric.com • (413) 247-0334
*The best electrical contractor in Western MA. Serving Northampton, Amherst,
Easthampton, Westfield, Holyoke, Greenfield, Springfield and Chicopee!*

.....

PAM KINSMITH CONSULTING

Greenfield, MA 01301
PamKinsmith.com • (413) 773-1214
*A life-long artist with business savvy and problem-solving sensibilities, I connect
key messages and ideas to convey a compelling, accessible story.*

MARKETING: Sharing News to Social Media

Social media websites are great for promoting your business. And it's pretty much free. You just need to know some simple tricks that will increase your chances of bringing people to your website.

The best way to use social media is to share posts or news articles from your website. What should you write about? Anything that's new! New, big contract? New service(s)? New people? New equipment? A company event? Relative industry news? Anything! Share it to social media so when people click on it they wind up on YOUR website.

Once you figure out what the article will be about, you need to sit down and write it (or pay someone to do it). At a minimum, the article should consist of at least three paragraphs, and at least one good photo.

In some ways, the photo is the most critical part. It helps tell the story, and is eye catching both when sent as an email and when shared via social media. I mean, take a second to scroll through your social media feed, and see what pops out at you. Chances are, it's a story accompanied by a photo or a graphic.

Depending on what software you're using for your website, you'll either be "attaching" the photo to the article, or inserting it via their toolset. Wordpress suggests you indicate the main image be the "Featured" image. Either way, one image should be considered the primary image, and it is this image that will display on Facebook, Twitter, LinkedIn, etc., when sharing the article.

PATRICK DAVIS KNOWS

91 High Street, Orange, MA 01364

PatrickDavisKnows.com • (413) 58808428

I don't measure success by how a customer feels about the work we've done for them. The results they see are the real rewards that build relationships.

PATRIOT AUTO REPAIR

181 East Main Street, Orange, MA 01364

PatriotAutomotive.net • (978) 544-6653

Your Full-Service Automotive Repair Facility and a Fisher Plow Factory Authorized Installer / Repair Center in the Quabbin / East County region.

PATTERSON FARM

159 Montague Rd, Sunderland, MA 01375

PattersonFarmLLC.com • (413) 665-5100

Patterson Farm, New England's Premiere source for wholesale pumpkins, Indian corn, and peppers, has been farming since 1983.

PAUL FRANZ

30 Prospect Street, Greenfield, MA 01301

FranzPhoto.com • (413) 775-9007

Paul Franz is an award winning photographer in Western Massachusetts shooting for The Recorder, AP and numerous commercial clients as well as weddings.

PAUL REDEKER TENTS & EVENTS

56 Hillcrest Drive, Bernardston, MA 01337

RedekerRentals.com • (413) 648-9093

We provide tents, tables, chairs, linens, dancefloors, cooking equipment and more to Western Massachusetts, southern Vermont, southern New Hampshire.

How to Share

The simplest way to share a page or article on your website to social media is copy the URL (the web page address) of the page you want to promote and paste it into a new post to Facebook or Twitter or Pinterest or LinkedIn or whatever. Just navigate to the page, click into the web address line at the top of the browser, hit Ctrl-C or click Edit > Copy, then go to Facebook, etc., start a new post, and hit Ctrl-V or click Edit > Paste.

If you have attached or specified a primary or featured image, that image may or may not come up when you first paste in the URL of the page. If this is the very first time this page is being shared on that particular social media network, it may not appear. Never fear. It will appear once you submit the post.

In either case, as you are sharing the article, you will have the opportunity to add some personal text to the post, perhaps encouraging people to check out the article. "Hey, check out our latest news!"

If you are sharing to Facebook and you have a Page (as opposed to just your personal wall), you should post it to your business' Page, and once you've submitted it and it's there, share that post to your own wall.

Doing it that way ensures (1) your business Page has more content, and (2) sharing content from your Page shows your "friends" that you have a Page they may want to Like.

PETER BURAKIEWICZ GENERAL CONTRACTOR

94 Bennet Brook Road, Northfield, MA 01360
PeterBGC.com • (413) 498-0031

General Contractor in Franklin County, MA, since 1990. We have built new homes and remodeled / home improved properties in many Western MA towns.

PIONEER HEATING & COOLING, INC.

52 Maple Street, Florence, MA 01062
PioneerHVAC.com • (413) 586-7925

We specialize in the installation, repair and maintenance of furnaces, air conditioners, heat pumps, fan coils, air filters, ai.

PIONEER VALLEY FERN SOCIETY

321 Montague Road, Shutesbury, MA 01072
pvFernSociety.org • (413) 259-1557

PVFS encourages the exchange of information and specimens between members via its newsletter, and during frequent field trips.

PIZAZZ DANCE STUDIO

6 Pierce Street, Greenfield, MA 01301
PizazzDance.com • (413) 230-0567

Open since 1995, offering classes in Tap, Jazz, Ballet, Hip Hop, Musical Theatre, Boys Dance, and Company Dance Training & Competitions.

PORCUPINE SIGN & DESIGN

50 Market Street, Northampton, MA 01060
PorcupineSign.com • (413) 584-4501

Porcupine Sign & Design sign shop in Northampton Massachusetts specializing in interior and exterior signs and vehicle graphics

**INTERACTIVITY:
Photo Galleries Are Good**

There are many reasons to publish images and photos as part of your website, such as if you have an online store, send out news releases or have a Facebook business page.

Studies show that pages and news articles with images get nearly double the number of views. Including a photo or a video in an emailed press release increases views by about half. Consumers are more likely to consider or contact a business when an image shows up in local search results.

And that's just including images in a page. What about full-scale photo galleries where the main content is the photos themselves? Your website could benefit from having categories of photos that allow your potential or existing customers to browse and view an interactive or automated slideshow.

For instance, if you are a service business, you could display before and after samples of your work. If you're a membership organization, show photos of events you have held.

Ensure people find your photos by adding categories and labels. Better yet, add a description to each one telling the story and using rich keywords and phrases. Remember, Google can't see what's in the image. It can only infer the content based on the title and the description. The more key words, the more likely your photo will be displayed.

PRISTINE ORIENTALS - ORIENTAL RUG CLEANING SPECIALISTS

16 Butternut Street, Greenfield, MA 01301

PristineOrientals.com • (413) 824-1028

We dust, wash, detail Oriental rugs, one at a time — in-plant, total-immersion, hand washing, mothproofing, heavy-odor removal, repairs, padding, pick-up.

QUABBIN HARVEST: YOUR COMMUNITY COOP MARKET

12 North Main Street, Orange, MA 01364

QuabbinHarvest.coop • (978) 544-6784

Our mission is to provide healthy food at an affordable price, while building community, supporting local agriculture and respecting the natural environment.

QUABBIN, INC. CUSTOM COMPONENT MANUFACTURING

158 Gov. Dukakis Drive, Orange, MA 01364

QuabbinInc.com • (877) QUABBIN

Precision parts for industrial/manufacturing customers. Applications include valve, pump, microwave, instrumentation, aerospace components.

QUADRINI ELECTRIC BICYCLES - USA

30 N. Maple Street, Florence, MA

QuadriniUSA.com • (413) 883-3960

Quadrini bikes are intelligent and will kick in just enough power to get up any hill and then let off once you hit level ground, preserving the battery for when

QUALITY BUILDERS, GREENFIELD

544 Leyden Road, Greenfield, MA 01301

QualityBuildersMA.com • (413) 774-5996

Our crew provides new construction and home remodeling with unmatched results at an affordable rate. Contact us when you need a general contractor!

INTERACTIVITY: Photo Galleries and Google Images

Google Images is an interesting beast, an index of millions upon millions of photos that appear on websites. People use it every day when looking for products and services. The only way to ensure your company is represented in that space is by having a lot of photos on your website. Depending on the nature of your business, you might find your site gets found more through image searches than text searches.

The first step is to make sure Google is indexing your website. Once that's done, just set up a photo gallery on your site and begin uploading images.

Be very mindful of how you title the photos. This is key to getting them found. You should keep the photo title succinct, yet descriptive. DO NOT leave it with the camera-created name of "IMG_0167825" or whatever. Give it a proper name, such as "Horse at Sunset by a Tree," then make sure to add a paragraph of key words and phrases about it to the description.

To get a good idea of the context in which your photos will appear, you should try a Google Images search. Go to Google, search for "rhubarb circus" and then click on images in the upper part of the page. You'll see that many of the photos in the top three or four rows are from one website. Now try searching for your business by using a generic description of your service, your town, and the state.

QUALITY CUSTODIAL SERVICES

16 Butternut Street, Greenfield, MA 01301

QualityCustodial.services • (413) 772-0521

Greenfield's best Janitorial Services, Carpet Cleaning, Tile Cleaning, Green Clean Solutions. In business since 1973.

QUALITY FLEET SERVICE

548 New Ludlow Rd, South Hadley, MA 01075

QualityFleetService.com • (413) 695-3232

Quality Fleet Service specializes in repairing forestry and utility equipment, with our services ranging from both light duty trucks to heavy equipment.

RACE WESTERN MASS - MOTHER'S DAY HALF MARATHON

PO Box 803, Whately, MA 01093

RaceWMass.com

Annual running race on Mother's Day, in support of the Cancer Connectoin in Western Massachusetts.

REIL CLEANING SERVICES

Greenfield, MA 01351

ReilClean.com • (413) 422-1143

Exceptional cleaning services of all kinds from a local business you can trust. For over forty years we have been cleaning Franklin and Hampshire Counties.

RENAISSANCE PAINTING

240 Greenfield Road, Montague, MA 01351

RenaissancePaintingCompany.com • (413) 367-9896

40 years in Western Mass. House painting, stain, power wash, lead paint removal, faux applications, etc.

INTERACTIVITY:

Online Forms

Despite the fact that our lives are already filled with too many forms, including them on your website is a major time-saver for both you and the people who want to interact with you.

Your website software should allow you to create new forms, add fields, and set default values and settings for radio buttons and check boxes. It should allow all responses to be emailed to you and databased on the website for later exporting to Excel or to another system you may have.

That last part is the major time saver of them all. Printing up "Hello, My name is" cards is a breeze if all your attendees are in a database you can export from. Typing in information from paper is so... 19th Century!

Additionally, customers will appreciate getting a speedy reply that confirms their information has been received in a tidy, printable format they can also view on a mobile device.

Lastly, your online form module should allow you to email everyone who filled out the form, both now and in the future, especially if it's an annual event people would sign up for. Invite them all back!

If your company or organization is in the business of putting on events or seminars, or if you just want to gather testimonials or feedback but you don't want to clutter up your generic contact us form, you need dynamic online forms built into your website.

REPRESENTATIVE STEVEN KULIK

1 Sugarloaf St, South Deerfield, MA 01373-1119

SteveKulik.org • (413) 665-7200

Representative Stephen Kulik serving Athol, Chesterfield, Williamsburg, Worthington, Conway, Deerfield, Leverett, New Salem, Sunderland, Wendell, Whately, Montague, Worcester county, Hampshire county.

REVENEX MEDICAL BILLING SERVICES

30 Olive Street, Greenfield, MA 01301

Revenex.net • (413) 772-8500

Premier medical billing, revenue cycle and healthcare practice management company serving clients nationwide. Offices in Greenfield, MA and Milwaukee.

RIVER CLEANUP

Green River Road, Greenfield, MA 01301

RiverCleanup.us • (413) 522-2102

River Cleanup is a website for posting the locations of trash stuck in our local rivers. Print up maps, go and clean it up!

ROCKETFUSION CMS

20 River Street, Greenfield, MA 01301

RocketFusion.com • (413) 320-5336

Time is too short to mess around. You need the right tool for the job. RocketFusion is the right tool for your website.

ROGER MENARD INSURANCE AGENCY

241 King Street, Northampton, MA 01060

RogerMenardInsurance.com • (413) 584-1115

Affordable auto and home insurance with the capability of Mass registry in the office. Call (413) 584-1115 us for all your insurance needs.

WHAT IS A RESPONSIVE WEBSITE?

Responsive web design (RWD) is an approach to web development for building websites that respond to multiple screen sizes, resolutions and devices. The aim is to provide an optimal user experience, legible text and images, intuitive navigation, minimal scrolling/zooming based on the device or browser used. In other words, a responsive website will retain its essential content and features but will change its layout based on whether it is viewed on a phone, tablet, or desktop.

Currently, 80% of internet users own a smartphone and 60% of internet usage is through a mobile device. While PC and laptops are still the preferred means of accessing the web, at 91%, users are increasingly using smartphones to access social media, check email, get directions, or find business info such as phone numbers, addresses and hours. The numbers for mobile devices are growing and by 2016, mobile internet access is expected to move beyond 50% of the world's population. In addition, users are less likely to purchase from or utilize the services of a company that does not have a mobile friendly website.

The numbers are clear; mobile access should be a major component of any solid marketing strategy. RWD allows developers to build mobile friendly features into their overall design, thus reducing the overall cost to their clients.

—Erik Jonsberg, owner, HungryGhostDesign.com

ROGER TINCKNELL — MUSIC FOR ALL AGES

78 Pratt Corner Rd., Shutesbury, MA 01072
RogerTincknell.com • (413) 259-1146

Performing for children, adults, and seniors or over 40 years. Strong, expressive vocal styles, show stopping yodeling and masterful instrumental skills.

ROLLS DIVISION OF QUABBIN, INC.

158 Governor Dukakis Dr., Orange, MA 01364
eRolls.net • (978) 544-3872

A complete supplier of industrial rolls & related equipment of all types focusing on the paper, converting & advanced composites industries.

RON BAER FINE ART PORCELAIN

2 North Road, Westhampton, MA 01027
RonBaer.com • (413) 527-1131

Vibrant and elegant fine art porcelain pottery vessels with richly glazed surfaces. One-of-a-kind vases and bowls, prized by collectors of art pottery.

RUBY'S COMPLAINT!

62 Grove Street, Turners Falls, MA 01376
RubysComplaint.com • (413) 522-4843

Franklin County's Rock, top 40, oldies, newies, and originals band with Alana Martineau, Jim Humphrey, Steve Sakowicz, Dave Pielock.

RUGGERI REAL ESTATE

82 Federal Street, Greenfield, MA 01301
RuggeriRealEstate.com • (413) 222-9291

oe Ruggeri and Mary Ellen Grealis are right in the heart of downtown Greenfield, MA. Call Joe to talk about your real estate needs today!

A WORD ABOUT STYLE: Making Sure Your Site Is Readable

When going to anyone's website your first impression is always based on the overall look. The colors should be pleasing and match your corporate branding scheme, including logos. But what matters most is whether the site is readable.

Long gone are the days when people were wowed by what a website looks like. Today, driven by the growing array of devices you can surf the web with, a simplified layout of the text and photos are most important. The content better be clear, clean, and readable.

Your site should quickly provide people with the information they need. Your contact information and hours of operation should be right on the home page in all display formats, ie; laptop, tablet and mobile, and the site navigation should be obvious and easy to use.

Keep in mind that up to half your visitors may be viewing your website on a mobile device. Make sure it loads well, and perhaps even in a minimalistic version. To that point, many web companies have begun to abandon any attempt at replicating the laptop or tablet layout when displaying a site on a mobile device to avoid the clutter. On the tiny screen, all you want to do is get the info you need.

Ensure the text on your site is easy to read. You should avoid black backgrounds with white text, ALL CAPS, or text that is just too large. Adding white space makes text easier to read, and frequent use of sub-titles before every second or third paragraph helps as well. Keeping it clean makes for a positive browsing experience.

RYAN AND CASEY LIQUORS

55 Main Street, Greenfield, MA 01301
RyanAndCaseyLiquors.com • (413) 772-6585

Located in the heart of downtown Greenfield, Massachusetts — serving the residents of Franklin County, and beyond for close to 100 years.

RYAN IMPORTED CAR REPAIR

3 Brewster Ct., Northampton, MA 01060
RyanImported.com • (413) 584-7381

We fix everything on imported and domestic cars from the front bumper to the back bumper. From A to Z, from wiper blades to engines and transmissions.

SACKREY CONSTRUCTION

83 South Main Street, Sunderland, MA 01375
SackreyConstruction.com • (413) 665-9995

We can remodel your kitchen or bathroom, build your new dream home, or contract your light commercial project. Exceptional custom cabinet shop on site!

SAFE-FRAC WELL CLEANING

42 Bisbee Rd. / PO Box 265, West Chesterfield, MA
SafeFracWellCleaning.com • (413) 531-7235

20+ years experience solving your tough well water problems. Most notably we are known for our ability to work with hard-to-reach wells.

SALLY PRASCH GLASS

34 Court Square, Montague, MA 01351
PraschGlass.com • (413) 367-9367

I take my emotions and throw them into glass. I have taught at Urban Glass in NYC, at the famous Nijima Glass School in Japan, at Penland School of Crafts.

END OF LIFE CARE FOR ELDERLY FONTS

Fonts are Software!

If you were to make a list of the software on your computer, would you include your fonts? Do you manage and maintain your fonts the same way you do the rest of your programs? Most people don't, but why not?

We all have aging and elderly fonts that we take for granted. It is so easy to think that a font is a “thing” unto itself that will continue to function indefinitely. But you should begin to think of your fonts as small, dedicated pieces of software. Elderly fonts can go corrupt without notice. Out-dated fonts are disasters waiting to happen. If you use a font management utility, you can get it to inspect all your fonts and tell you if any of them are damaged or corrupt — suspect fonts might be repairable. An old font can be fine one day and corrupt the next, even if you aren't using it, causing difficult-to-diagnose problems in your system. And if you aren't using it, why is it sitting there?

Even without a font management program, you can look for “true type” files (with the extension “.ttf”) and make a plan to replace them with a newer format called “open type (“.otf”). Open Type fonts are compatible with newer operating systems. And the best part is that they work equally well on a mac or a pc. You can buy open type fonts from any font supplier but first check out fonts.google.com for their awesome library of free ones. Think of font updates as part maintenance and part stress management.

—Lynne Rudié

SARAH BLISS

86 East Taylor Hill Road, Montague, MA 01351
SarahBlissArt.com • (413) 367-2264

Experimental filmmaker/photographer with a background in religious studies, focusing on the relationships between body, place, language and memory.

SEACOAST ASPHALT SERVICES

P.O. Box 98, Hatfield, MA 01038

SeacoastAsphalt.com • (413) 773-9247

We specialize in effective and efficient manners to help meet WBE/DBE goals through the transportation and sale of liquid asphalt and emulsion products.

SERRENTINO ENVIRONMENTAL SERVICES

72 Hastings Street, Greenfield, MA 01301

SerrentinoEnvironmentalServices.com • (413) 772-0520

Serrentino Environmental Services has over 30 years of experience conducting ecological studies of wildlife, fish and plant communities in New England.

SHELBURNE FALLS, MA

20 River Street, Greenfield, MA 01301

ShelburneFallsMA.net • (413) 320-5336

The place on the web for local gossip, news, event calendars and business listings for Shutesbury, MA. Check out our other local community websites!

SHEA THEATER ARTS CENTER

71 Avenue A, Turners Falls, MA 01376

SheaTheater.org • (413) 648-SHEA (7432)

The perfect 330-seat venue to encourage the growing local arts scene. STAC will realize the vision of a dynamic center for performing arts.

WHY JOIN YOUR LOCAL CHAMBER OF COMMERCE OR BUSINESS ASSOCIATION?

Any Business 101 class will tell you to build the cost of a Chamber of Commerce or local business association membership into your budget. But why is membership worth the investment?

Chamber membership brings benefits back to your wallet by strengthening both your personal network, and your community. Your membership supports events that bring visitors to town, including here in Franklin County: the Better, Greener Living Show; Franklin County Cider Days; Shelburne Falls RiverFest; and Franklin County Pumpkin Fest, among many others.

The Franklin County Chamber of Commerce is one of 14 Massachusetts regional tourism offices and markets the county broadly throughout the Commonwealth. This drives people to our region and stimulates economic activity for your business.

The Chamber also encourages new businesses to open and supports existing business owners by hosting free business counseling by the Small Business Development Center and SCORE, the Service Corps of Retired Executives.

Chambers and business associations serve as referrals for potential customers and clients. People call their offices daily seeking local business recommendations. Who are they going to recommend but their members?

SHELLEY ROBERTS, SOPRANO

141 Zerah Fiske Road, Shelburne Falls, MA 01370
ShelleyRobertsSoprano.com • (413) 834-2135

I strive for a connection between the music and the meaning of the text. I work to convey the message well enough to connect with another person.

.....

SHEPHERD'S GATE GOAT FARM

131 Union Road, Holland, MA 01521
ShepherdsGateGoatFarm.com • (413) 324-6304

Home to a small herd of LaMancha dairy goats that produce all the milk used in creating a variety of delicious and nutritious cheeses and desserts.

.....

SIRUM EQUIPMENT

310 Federal Street, Montague, MA 01351
SirumEquipment.com • (413) 367-2481

We offer a full line of McCormick, Simplicity and Ferris products and provide service and parts to support what we sell. We're local we know what we're doing.

.....

SKYFIRE PRODUCTIONS

83 Greenfield, Rd, Leyden, MA 01301
SkyFireProductions.us • (413) 522-3185

Demolition Derbies. From Freestyle Motocross to Truck Pulls, and everything in between, there is never a dull moment when the sky is on fire.

.....

SNOW & SONS LANDSCAPING

221 Leyden Road, Greenfield, MA 01301
SnowAndSons.com • (413) 774-2604

Professional landscaping serving the great folks of the Pioneer Valley since 1980 with an unwavering bond of trust, friendship and professionalism.

Networking is one of the biggest reasons to join your local business association or Chamber of Commerce. In Franklin County, the Chamber's breakfasts, meetings, and after hours events provide you with chances to meet other business owners and potential clients and customers. These events offer broad perspectives on subjects related to your business and quality of life, such as public policy, marketing, and current events.

So, if you're not already a member of your local Chamber or business association, make that investment and join today! And don't forget to use your membership. Get out there and network!

- Franklin County Chamber of Commerce
413-773-5463, <http://FranklinCC.org>
- North Quabbin Chamber and Visitors Center
978-575-0474, <http://NorthQuabbinChamber.com>
- Greater Shelburne Falls Area Business Association
413-625-2526, <http://GSFABA.org>
- Greenfield Business Association
413-774-2791, <http://GreenfieldBusiness.org>
- Montague Business Association
<http://MontagueBusinessAssociation.com>
- Turners Falls River Culture
413-835-1390, <http://TurnersFallsRiverCulture.org>
- Amherst Area Chamber of Commerce,
413-253-0700, <http://AmherstArea.com>
- Greater Northampton Chamber of Commerce
413-584-1900, <http://ExploreNorthampton.com>

By Kate Snyder, Pencil Point Writing

SNOW'S NICE CREAM

80 School Street, Greenfield, MA 01301
SnowsNiceCream.com • (413) 774-7438

Premium ice cream manufactured in Greenfield, MA, prepacked in 56 oz. surrounds for retail and in 3 gallon bulk tubs for restaurants and scoop shops.

SOUTH DEERFIELD VETERINARY CLINIC

30 Elm Street, South Deerfield, MA 01373
SDVConline.com • (413) 665-3626

Established in 1973 to provide quality veterinary care for small and large animals in western MA in a clean, caring, friendly, and home like environment.

SPENCER PETERMAN BOWLS AND CUTTING BOARDS

61 French King Hwy, Gill, MA 01354
SpencerPeterman.com • (413) 863-2116

Hand turned wooden bowls, serving trays and cheese boards. Almost all the wood we get is from locally fallen trees in Western Massachusetts, such as maple, cherry or black walnut.

SUGARLOAF POOLS

239 Greenfield Road, South Deerfield, MA 01373
SugarloafPools.com • (413) 665-POOL

Quality In-Ground Pools and Installation, Pool & Spa Chemicals, Pool Supplies and Parts sales.

SUNSET PROPERTY MANAGEMENT

PO Box 2415, Amherst, MA 01004
SunsetPropertymanagement.net • (413) 549-0606

Providing unique financial and property management solutions for condominium associations as well as commercial and residential property owners.

DOWNLOAD SURVIVAL Getting Only the Right Thing

There is lots of free software available on the Internet for PCs running Windows. Some of that free software is very popular, and people often just tell you to “Google it” to find it. But Google, as well as the other search providers, can be a little misleading when we search for downloadable goodies. Frequently, the first few results on a search are not really the ones we want.

For example, in a search for “Mozilla Firefox Download,” the first result lead to www.MozillaFirefox.abc-apps.com, which is NOT the official Mozilla site. The official site is at www.Mozilla.org.

As an experiment, we downloaded the software from abc-apps.com, installed it, and ended up with an out-of-date version Mozilla Firefox; a new toolbar in all of our web browsers that connected us to some advertising network; and a new application which supposedly provides discount coupons.

All we wanted was the current version of Firefox, and instead we wound up with an old version and a bunch of apps that will clog up our computer, and potentially open a security hole. If we had made sure we went to www.Mozilla.org instead, and not abc-apps.com, we would have only installed the current version, and nothing else.

Look very carefully at where your download is coming from to save yourself wasted time from having to clean out unwanted apps.

—Brian Faldas, *About-FaceComputers.com*

TASTE OF THE SEACOAST DEALS AND PRINTABLE COUPONS

155 Fleet Street, Portsmouth, NH 03801

deals.TasteOfTheSeacoast.com • (603) 234-0394

Taste of the Seacoast Magazine coupon deals. Save 50% OFF at Your Favorite Seacoast Restaurants!

TE TABLE AND CHAIR RENTALS

11 Paradise Parkway, Turners Falls, MA 01376

TETableChairRentals.com • (413) 863-0293

We make sure your event runs as smoothly. Owner Tammy is involved from the first phone call, through delivery, to pickup at the end. She takes care of it all.

TED HINMAN IRONWORKS

186 Petty Plain Road, Greenfield, MA 01301

TedHinman.com • (413) 636-9079

Artist blacksmith, toolmaker, blade-smith. Historical interpreting and demonstrating; swords; authentic colonial reproductions, door hinges & handles.

TEMPLE ISRAEL, ATHOL

107 Walnut Street, Athol, MA 01331

TempleIsraelAthol.org • (978) 249-9481

An egalitarian congregation serving the North Quabbin. Our community includes people who are Jewish by birth or by choice, and who are exploring.

THE ARTS BLOCK

289 Main Street, Greenfield, MA 01301

TheArtsBlock.com • (413) 695-0175

A multi-venue, historic building in downtown Greenfield, offering music for the soul, art for all. Accessible to the local Valley community & world at large.

EMAIL SURVIVAL:

How to Prevent Compromised Email Accounts

We have all seen it. Suddenly your email is being bounced when you are trying to send to certain domains or you are receiving bounces from messages that you never sent out. You start to panic while researching the cause only to further discover your email account has sent many spam and virus-laden messages to your friends and family. Still in a panic, you wonder how to stop the immediate damage, how could it have happened? What could you have done to prevent this?

Keep it Clean

To prevent malware, viruses and hackers from taking over your email account, it is extremely important to keep your computer free of these threats. We personally instruct our customers to download, install and update the following three, free programs and to run live scans at least once per week to keep their computers clean:

- **Spybot Search & Destroy** — <https://www.safer-networking.org/>
- **Malwarebytes Anti-Malware** — <https://www.malwarebytes.org/>
- **AVG AntiVirus Free Edition** — <http://www.avg.com/>

These 3 programs will remove just about anything that can cause a computer to be compromised by a virus or malware. Yes, it will take a bit of effort to install, update and use these programs. The time you spend will be well worth it because you won't have to worry about your email account being taken over by rogue programs that will use it to send spam and viruses to your friends and family.

THE BRICK HOUSE COMMUNITY RESOURCE CENTER

24 Third Street, Turners Falls, MA 01376

BrickHouseCommunity.org • (413) 863-9576

The Brick House is the intersection of resources and resourceful people supporting the social and cultural health of our community.

THE FIRE PLACE

106 State Road, Rt. 5 & 10, Whately, MA 01093

TheFirePlaceMA.com • (413) 397-3463

The Fire Place Whately MA has a complete full blown showroom featuring in-stock pellet, wood and coal stoves. Competitively priced, and unmatched quality.

THE FIVE COLLEGE SOCIAL WEBSITE FOR STAFF AND FACULTY

20 River Street, Greenfield, MA 01301

FiveCol-Soc.net • (413) 320-5336

Five Colleges Social website, a place for the staff and faculty of the five colleges to post buy/sell/trade/event/business and chat.

THE FRANKLIN COUNTY (MA) NEWS ARCHIVE WEBSITE

38 First Ave, Lake Pleasant, MA 01347

PublicationArchive.com • (413) 475-0963

Love old newspaper articles? Researching your family history? Have roots in Western Mass? We have 32,000+ full text articles dating from 1870 to 1875

THE FRANKLIN COUNTY CALENDAR

20 River Street, Greenfield, MA 01301

FranklinCountyCalendar.net • (413) 320-5336

No longer scratch your head wondering when to hold that event. A new website for Franklin County, MA, to centralize all events. Free to post. Free to use.

Keep it Strong

Most often email accounts are compromised because you are using a weak password. Creating strong passwords for all your online accounts is not a thing that should be done, it is an imperative. In brief these are the important things to note:

Length. Make your passwords at least eight (8) characters long.

Complexity. Include a combination of at least three (3) upper and/or lowercase letters, punctuation, symbols, and numerals. The more variety of characters in your password, the better.

Variation. Change your passwords often. Set an automatic reminder to update passwords on your email, banking, and credit card websites every three months.

Variety. Don't use the same password for everything. Cyber criminals can steal passwords from websites that have poor security, and then use those same passwords to target more secure environments, such as banking websites.

Keep it In Mind

In the end, the most important thing is to remember that there are people out there writing programs to steal your passwords and do nefarious things with your accounts. Eternal Vigilance!

-Linda Pagillo, owner, MailsBestFriend.com

THE HILLTOWN CHAUTAUQUA

10 B Nash Hill Place, Williamsburg, MA 01096
HilltownChautauqua.org • (413) 268-9497

Exploring issues of American life in thematic programs that combine noted speakers, panels, debates, interviews, the literary, visual and performing arts.

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THE LADY KILLIGREW

442 Greenfield Road, Montague, MA 01351
TheLadyKilligrew.com • (413) 367-9666

Warm, yummy food. Cold craft beer. Excellent wine. Beautiful views of the Saw Mill River. Cozy Atmosphere. At the Montague Bookmill.

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THE PIONEER TAVERN

32 Federal St, Millers Falls, MA 01349
ThePioneerTavern.com • (508) 446-3191

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THE WHOLE TREE

PO Box 225, Montague, MA 01351
WholeTreeCare.com • (413) 367-7172

We assess your trees; highlight trees of value, suggest a plan and remediation of problems. We prune, plant, remove trees using low impact equipment methods.

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THOMAS WYMAN ELECTRICAL CONTRACTING

451 Millers Falls Rd, Millers Falls, MA 01349
WymanElectric.com • (413) 422-1084

Local electrical contractor for Franklin County and beyond. We get the job done right the first time, on time, and on budget.

DOMAIN NAME MANAGEMENT:

Don't let it expire

If you manage your domain name on your own, you absolutely must keep track of your annual expiration date. Make sure the email address your registrar (ie; GoDaddy) has for you is valid, and the credit card they have on file has not expired. You should also make sure you know your username and password for the registrar's website so you can log in. Do this at least once a year, preferably a couple months before the domain's expiration date.

To easily find out when your domain name expires and confirm the contact info associated with it, go to the website www.Network-Tools.com, choose "whois," enter your domain in the text box and click "Go." They will provide you with the name of your registrar, your expiration date, and the associated contact info. If it is expiring soon, or the info is incorrect, you need to go to your registrar as soon as possible to rectify whatever is wrong.

If you are not confident about managing your own domain name, you might want to contact your hosts and ask them about domain management. For example, Montague WebWorks charges \$10 a year for domain renewal. If you ever want to move to another hosting company, we will happily relinquish your domain at no charge. It's yours. You're just letting us manage it for you, as we are also managing your website.

Avoid a potential nightmare, and have increased peace of mind.

TNT PRODUCTIONS DJ & KARAOKE SPECIALISTS

27 N Street, Turners Falls, MA 01376

TnTProDJ.net • (413) 522-6035

We have over 100,000 karaoke song titles for singers of all ages. With our music and services your special occasion is guaranteed to be a memorable one.

TO FUR WITH LOVE ANIMAL COMMUNICATION

P.O. Box 809, Conway, MA 01341

ToFurWithLoveAnimalCommunication.com • (413) 325-5777

Susan Bartfay has been studying telepathic communication with animals since 2008 in practice since 2010. She is a Certified Equine Massage Therapist.

TOM CARROLL MUSIC

56 Court Square, Montague, MA 01351

TomCarrollMusic.com • (413) 367-9608

Tom Carroll plays regular nights in area upscale restaurants and clubs. He performs with Laurie Davidson as Music and Movement in Franklin County.

TOWN OF GILL

325 Main Road, Gill, MA 01354

GillMass.org • (413) 863-9347

Town of Gill Official Website. Currently just the calendar of board and committee meetings.

TOWN OF GREENFIELD

14 Court Square, Greenfield, MA 01301

Greenfield-MA.gov • (413) 772-1555

Official Town of Greenfield, Massachusetts website. Franklin County, Western Massachusetts, home to Poets Seat and the GreenWave

DOMAIN NAME MANAGEMENT: What Happens When You Don't Renew

Buying a domain name is easy. Keeping it is a little harder, especially if you host your website with someone other than the registrar from whom you purchased the domain name, such as GoDaddy or Network Solutions.

The problem arises when the name renewal date passes without a payment. Maybe the credit card you originally used has expired. Maybe the person who registered the domain name is no longer with your company, or their email address is no longer accessible. Maybe you thought your hosting company will take care of it and you ignored the emails your registrar was sending.

What happens next? The domain enters a grace period. You can still renew the domain name, but it no longer points to your website. Next it goes into a Registrar Hold period. You can still renew, but there will be a redemption fee of about \$100. After that the registrar will try to sell it at auction to the highest bidder. If someone doesn't buy it, the registrar releases it back to the world as an un-registered domain. At this point, someone else, perhaps in China or Russia, could snap up the domain and use it for spam or who knows what. You will have to buy another domain name and go through the headaches of pointing and indexing again. Chalk it up to experience.

Remember, your domain name identifies your presence on the web; if you lose it people who are trying to find you may not be able to, and could end up on a potentially hazardous site.

TOWN OF LEVERETT

9 Montague Road, Leverett, MA 01054
Leverett-MA.us • (413) 548-9699

In western Massachusetts, Leverett is neighbor to the Five College area of Amherst, Hampshire, Smith, Mt. Holyoke and the University of Massachusetts.

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TOWN OF LEYDEN

16 West Leyden Rd, Leyden, MA 01337
TownOfLeyden.com • (413) 774-4111

Official website for the Town of Leyden, MA. First settled in 1737 as part of 'Fall Town,' which also included Bernardston and Colrain.

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TOWN OF PLAINFIELD

304 Main Street, Plainfield, MA 01070
Plainfield-MA.us • (413) 634-5420

Official website for the Town of Plainfield, MA. Plainfield was incorporated a district of Cummington in 1785, and in 1807 was incorporated a distinct town.

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TRANS-FORMING

Malmo, Sweden
TransForming.se • +46 709 52 67 45

My name is Camilla Gisslow and I am a mother of a transsexual child. My son was born biologically as a girl, but at four and a half years of age he told me he was a boy.

.....

TRAVEL KUZ

52 Main Road, Gill, MA 01354
TravelKuz.com • (888) 863-8048

TRAVEL KUZ is the premier and leading school bus and coach service in Franklin County, Massachusetts.

HOT KEYS:

Editing Shortcuts – Minimize Carpal Tunnel

If you spend a lot of time in front of a computer, you probably use a mouse along with your keyboard. But did you know that you can minimize your hand movements and the strain on your hand by using the mouse less often? If your hands are over the keyboard already, why move them away just to do something you could do with the keyboard, quicker?

Here are some handy keyboard shortcuts that will speed up your typing and editing duties, and relieve your hands from extra stress. These are Windows/PC tips. On a Mac, try using the Command key.

Ctrl-A — Select All

Ctrl-C — Copy selection to the clipboard

Ctrl-X — Cut selection to the clipboard

Ctrl-V — Paste from the clipboard

Ctrl-B — Bold selection

Ctrl-I — Italicize selection

Ctrl-U — Underline selection

Ctrl-P — Print page / document

Ctrl-S — Save document

Ctrl-Q — Quit program

Ctrl-R — Reload current webpage (align right in Word)

Ctrl-W — Close current tab / window / document

Ctrl-Y — Redo (undo undo!)

Ctrl-Z — Undo

Note that Ctrl-A, Ctrl-X, Ctrl-C and Ctrl-V are all near each other.

TRAVELING RHUBARB CIRCUS

2 North Street, Montague, MA 01351

TravelingRhubarb.com • (413) 367-9923

*LOOK!—Designed, written and performed entirely by kids between 6 and 15—
LOOK! takes you on a journey using trapeze, aerial fabric, gymnastics & more!*

TRUZ FAMILY FARMS.COM

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TruszFamilyFarms.com • (413) 589-7564

*A four generation farm that brings the means of family to you specializing in hay,
feed and horse board.*

TURN'S LAWN CARE AND SNOW REMOVAL

45 Main Street, Montague, MA 01351

TurnsLawnCare.com • (413) 367-0230

*Gary Turn Lawn Care and Snow Removal Montague Greenfield Leverett
Northfield Western Massachusetts*

TURNERS FALLS FIRE DEPARTMENT

180 Turnpike Road, Turners Falls, MA 01376

TurnersFallsFire.org • (413) 863-9023

*With professionalism, dedication, training and integrity we work to preserve,
protect lives and property, and enhance the quality of life for our District.*

TURNERS FALLS WATER DEPARTMENT

226 Millers Falls Road, Turners Falls, MA 01376

TurnersFallsWater.com • (413) 863-4542

*Our main source of water consists of two artesian wells at the Tolan Farm well
field. They pump 1.2 to 2 million gallons of water per day to the filter plant.*

HOT KEYS:

Cursor Shortcuts – Minimize Carpal Tunnel

Beyond the Ctrl-letter keys there are other Ctrl-key combinations and regular solo keys that help avoid using the mouse.

Tab — Move from the current form field to the next, ie; login

Enter — Submit the current form you are in, ie; login. Also, create a new paragraph in a document

Shift-Ent — Create a new line within current paragraph

Shift-Tab — Move from the current form field to the previous field

Ctrl-Tab — Move from the current window tab to the next window tab

Alt-Tab — Move from current window to the next / prev window

Arrow up/dn/r/left — Move cursor in the direction of the arrow

Ctrl-Arrow right — Move cursor to next word

Ctrl-Arrow left — Move cursor to beginning of previous word

Ctrl-Arrow up — Move cursor to beginning of (prev) paragraph

Ctrl-Arrow down — Move cursor to beginning of next paragraph

Home/End — Move cursor to beginning/end of current line

Ctrl-Home/End — Move cursor to beginning/end of document

PageUp/PgDown — Move cursor up/down a page

Ctrl-PgUp/PgDn — Move cursor to beginning of prev/next page

Ctrl-Del — Delete the word to the right of the cursor

Ctrl-Backspace — Delete the word to the left of the cursor

Shift-Arrows — Select all text to the right/left/above/below!!

Shift-Home/End — Select all text to beginning/end of current line

Ctrl-Shft-Hm/End — Select all text to beginning/end of document

TWO RIVERS BED & BREAKFAST

754 River Road, Deerfield, MA 01342
TwoRiversBnB.com • (413) 695-0820

Two Rivers Bed & Breakfast. Beautiful rooms in an old farm house on a dirt road along the Deerfield and Connecticut Rivers.

UNDERGROUND SUPPLY, INC. - PRECAST CONCRETE

574 Haydenville Road, Leeds, MA 01053
UndergroundSupplyInc.com • (413) 584-5255

Your leading local source for precast concrete steps, concrete basement entrances, concrete septic tanks, septic accessories, piping and contractor supplies.

UNITY SKATE PARK

24 Third Street, Turners Falls, MA 01376
UnitySkatePark.org • (413) 863-9576

Committed to providing a healthy alternative recreational choice for youth, we built a safe, fun, permanent concrete skatepark in Turners Falls.

VETERANS WITH VISION

Depot Road, Wendell, MA 01379
VetsWithVision.org • (978) 886-9066

A coalition of veterans and organizations whose mission is to help improve the lives of, and opportunities available to, our fellow veterans and their families.

VISIT GREENFIELD, MASSACHUSETTS

20 Sanderson Street, Greenfield, MA 01301
VisitGreenfieldMA.com • (413) 772-1553

In Greenfield we have the advantages of country life mixed with the culture of an urban area. Eat, drink, play, inside, outside, all around the town!

INTERNET ACRONYMS: Terms You Should Know

The Internet is full of acronyms, abbreviations and cryptic letters. Here is a short list of handy terms you should know. Well, maybe.

URL — Universal Resource Locator: address of a web page

HTML — Hyper Text Markup Language: the code of web pages

HTTP — Hyper Text Transport Protocol: how to deliver web pages

FTP — File Transport Protocol: how to deliver files to servers

SMTP — Simple Mail Transport Protocol: how to deliver email

POP — Post Office Protocol: how to receive email

IMAP — Internet Message Access Protocol: also how to get email

SMS — Short Message Service: how text messages get sent

DNS — Domain name Server: the server that knows your IP num

TCP/IP — Transmission Control Protocol/Internet Protocol

WAN — Wide Area Network

LAN — Local Area Network

BPS — Bits or Bytes Per Second: the speed of the Internet

CMS — Content Management System: software to edit websites

USB — Universal Serial Bus: for printer cables and thumb drives

TWAIN — Toolkit Without An Informative Name: what?

MPEG — Motion Picture Experts Group: standards for video / audio

JPG — Joint Photographic Experts Group: standards for photos

GIF — Graphics Interchange Format: CompuServe image format

PNG — Portable Network Graphics: lossless compressed images

PDF — Portable Document Format: Adobe's free doc format

DPI — Dots Per Inch: the resolution of print

HDMI — High Definition Multimedia Interface: new TV cables

SNAFU — Situation Normal, All eF'ed Up: a state of FUBAR

WATERWRIGHT CO.

323 Federal Street, Montague, MA 01351
WaterWright.net • (413) 367-2379

Well water services, pumps, filtration, analysis, water conditioning. Concerns about water quality or equipment—we can help. We do emergency service calls.

WELCOME YULE

PO Box 148, Whately, MA 01093
WelcomeYule.org • (413) 665-3206

Welcome Yule. Music, Dance, Songs and Stories to drive the dark away. At the Shea Theater on the second weekend of December, every year. Only \$10!

WEST COUNTY EQUIPMENT RENTAL

8 Greenfield St., Greenfield, MA 01301
WestCountyEquipment.com • (413) 774-2800

Excavators Mini Excavators For Rent Rental Caterpillar Cat Hampshire County Franklin County Greenfield Shelburne

WESTERN MA SELF DEFENSE TRAINING

6 Norman Circle, Turners Falls, MA 01376
WesternMASelfDefense.com • (413) 522-5782

We offer professional training in firearms instruction. This training includes but is not limited to handgun, shotguns, chemical sprays and other defensive options.

WESTERN MASS FOOTBALL OFFICIAL ASSOCIATION

257 Falley Drive, Westfield, MA 01085
WMFOA.org • (413) 575-5445

The Western Massachusetts Football Official Association - the official non-profit organization for referees in West Mass.

SPECIAL INTERNET CHARACTERS: What Not to Use in Uploaded Filenames

There are certain characters that cannot be used in filenames on the web because they have special meaning to the server. For example, a file named **Dec/2015#3&4?.pdf** will never work. Here's why:

This is used by web browsers for anchor tags on a page and anything after it will not be sent to the server. So, in the example above, the server would only see "Dec/2015" and the browser would look for an anchor tag called "3&4?.pdf" somewhere on the page.

**/ or ** These are used as folder separators, like c:\docs\files so in the example above, the server would look for a file called "2015" in the "Dec" folder. The # would crop.

? This is used by the browser to indicate that dynamic variables are being sent to the server on the URL, ie; calendar.cfm?date=2014-12-19
Everything after the ? will be variable=value pairs.

& This is the separator for multiple variables being sent on the URL to the server, ie;
calendar.cfm?date=2014-12-19&time=7:30

-- Two hyphens appearing on the URL will alert the server that a hack may be underway, as two hyphens are used to set comments in a database query, and is often the method hackers use to try to break in to a server.

WESTHAMPTON FIRE DEPARTMENT

48 Stage Road, Westhampton, MA 01027
WesthamptonFire.org • (413) 529-7181

Thirty volunteer members provide a vast array of services to the community. Annually, We respond to approximately one hundred and sixty calls for service.

WILLIAMSBURG MA FIRE DEPARTMENT

5 North Main Street, Williamsburg, MA 01096
WilliamsburgFire.com • (413) 563-8894

A call/volunteer department delivering fire and rescue services to our town. We are 'Neighbors Helping Neighbors' and we all love our community.

WOLFIES FAMILY RESTAURANT, DEERFIELD, MA

52 South Main Street, South Deerfield, MA 01373
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Wolfie's restaurant has been family owned and operated for 40+ years. We pride ourselves on giving our customers quality food and service at an affordable price.

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Features in RocketFusion

We focus on small businesses who need a website that is inexpensive, easy to manage, and packs a lot of features.

RocketFusion Features:

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- Contact Manager w/ Built-in Bulk Emailer
- Your choice of a stock "template" from our library.
- Online content editing tools -- edit anywhere.
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- Free support and training.
- Free software updates as the software is improved.
- The "keys" to your new website.

We know our customers, and we know what they want. **And we deliver.** Get your website going, today. Call Mik at (413) 320-5336

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One Page Quickie sites are inexpensive, pretty, interactive, and flexible.

We come to you to set it up, at your convenience. On site. On time.

Just provide as many photos as you want for the top, middle and bottom sections, some text about what you do and where you do it, and that's it.

A quick swipe of your credit card, and it's done. You'll be billed a low set-up fee, and a small monthly fee, which you can cancel at any time.

Call Mik to find out more. 413-320-5336 or visit OnePageQuickie.com

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