

THE MONTHLY NEWSLETTER TO HELP OUR CLIENTS BUILD BETTER BUSINESSES

May 2019

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"Nothing great was ever
achieved without
enthusiasm."

Ralph Waldo Emerson

"Why A Blog Is Good For Business — And How To Set One Up"



Sumit Agarwal

When I started outlining this article, I realised there were actually so many good reasons to blog for your business that it would be overwhelming to include them all in a single article for the newsletter. So I decided instead to give you a shorter overview on each key point, and then finish with some practical 'how to' stuff that will help you get a blog set up.

By the end of this you'll hopefully have a much better idea of where a blog and blogging fits in your business and why you should consider using one to help speed your business growth.

What Is A Blog Anyway?

So before we go any further—what is a blog?

As a quick primer, I'll refer to Wikipedia's definition of a blog: "A blog (a contraction of the term 'web log') is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other

material such as graphics or video. Entries are commonly displayed in reverse-chronological order. 'Blog' can also be used as a verb, meaning to maintain or add content to a blog."

A common misconception is a blog is not a website. Today this is simply not true. If you want to build your website using a blog, you can. You can have menus and pages just like a normal website. The major difference is the fact that a blog is much more dynamic than a standard website, i.e. it is changing all the time as you add new content via articles and posts to it on a continual basis.

Now, let's get on to why **'regular entries of commentary (known as 'posts'), descriptions of events, or other materials'** will help you achieve your business goals.

BIG Reason #1 - Establishes Expertise and Credibility

Blogging helps you gain standing in industry and adds credibility to your business. In essence, it's an 'authority play'. For example, if you

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focus your posts on solving problems that your market suffers from every day, you're on to something. If you did nothing but publish tips, strategies and case studies on how you solve these problems, your readers will be inspired to seek you out during their buying process.

BIG Reason #2 - Search Engine Optimisation (SEO)

Search engines love content, especially when that content is fresh, on topic and easy for them to find and index. Blogs make this happen.

BIG Reason #3 - Builds Relationships with Clients and Potential Customers

In my experience companies that do well are always looking for ways to foster strong relationships with their customers. Blogging allows you to establish and maintain rapport with both existing and potential customers by having an ongoing (sometimes daily) conversation with your readers.

BIG Reason #4 - Social Media

Social media is the new marketing buzzword. It's a complex topic, but the basis is simple - it's a place where you can go to listen to what people are saying and comment back and share your views and knowledge.

A blog allows your readers to easily push your information to their own followers on Twitter, Facebook,

LinkedIn and other outlets with a one-click operation.

OK, so now we've established the

four BIG reasons blogging is good for your business - (1) expertise, (2) SEO, (3) rapport, and (4) social media - let's point you in the right direction so you can get one set up.

Setting Up Your First Blog...

Again, due to space restrictions, I'm going to keep this to the point so you've got the key things you need to get your blog up and running quickly...

STEP 1 - Decide What You're Going To Talk About

The way to look at a blog is as if you're having a conversation with your best customer or prospect. And in business as in life, the best thing to talk about is NOT you! So for those of you thinking, "If I don't write about my business, what do I write about?" just imagine this scenario. You've just met someone and all they proceed to talk about is themselves. How long would you want to stay in that conversation?

So when deciding on the type of content you want to publish on your blog, you have to try and think of the things that your intended audience would be interested in.

Now when it comes to the internet, people go online for a few reasons but usually they are looking to either solve problems or find information that helps them move closer to a highly desirable outcome.

This list of problems and ideal results that your intended market is looking for should give you the basis of the content for your blog.

STEP 2 - Choose Your Blogging Platform - WordPress

The platform for your blog is important. It's a bit like choosing the operating system for your computer. The bottom line is you want to choose a platform that is used by the majority and is seen as a standard. And the standard for the majority in business today is WordPress.

There are a variety of reasons why WordPress is one of the best blogging platforms on the internet. Many people try different blogging platforms, but they end up coming back to WordPress because it offers so much greater functionality.

There are two types of WordPress blog. One is hosted by WordPress on their servers (<http://wordpress.com>) and one is hosted by you on a domain you own (<http://wordpress.org>). The best way to go if you're a business is to use the latter.

STEP 3 - Decide What You Want It To Look Like

Now that you've got a clearer picture of what you're going to be posting on your blog and the platform you're going to use, you need to give some thought to how you're going to lay it out and what you want it to look like.

In the world of blogs you do this by using 'themes'. Another way to think of a theme is like a template that you can apply to your blog.

My recommendation to you is to consider using what is known as a 'magazine' style theme.

To see what a magazine theme

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can look like go here...

<http://tinyurl.com/mag-theme-example>

There are thousands of themes to choose from and many are free. Premium themes cost money but usually no more than £100.

Here are a few places you can go to pick a theme to suit your business image.

<http://wordpress.org/extend/themes/> (free)

<http://themeforest.net/> (premium)

<http://www.solostream.com/> (premium)

STEP 4 - Select A Domain

The domain you have your blog linked to is also a decision that you want to give some thought to. My recommendation here is to do some keyword research (covered in a future article) and find out what your audience is searching on. Then include the keywords that you want to go with, at the start of the domain. For example, if your main keyword is 'Health and Wellbeing' you could have a domain of

www.healthandwellbeingideas.com

STEP 5 - Set up A Hosting Account

Setting up a hosting account so you can host your WordPress site is something that is very easy to do and that will cost you very little. The best thing is to pay for at least one year in advance if you want to get the best rates. You shouldn't be

paying much more than £10 per month for your hosting account.

The following are providers you can trust...

<http://www.lunarpages.co.uk/>

<http://www.bluehost.com/>

<http://www.pickaweb.co.uk/>

STEP 6 - Do A One-click Install

Now that you've got everything in place such as your domain and your hosting account, you need to install your blog. Once you've done this you'll be able to add your chosen theme and start posting your content so you can prove your expertise and have that all-important conversation with your market.

One of the reasons why WordPress is so popular is because many hosting providers make it very simple to install a WordPress site.

Within your hosting account you will have something called 'Fantastico Deluxe' or 'Simple Scripts'. Either of these programs will allow you to do a one-click install within your hosting account for the domain you're going to use for your blog.

To follow a step-by-step process using 'Fantastico Deluxe' just go to the following one-page tutorial...

<http://tinyurl.com/fantastico-guide>

STEP 7 - Start Blogging

That's it, you've covered the basics and you're ready to start

posting your content. I suggest you set yourself a goal of making 3 posts a week for the first 8 - 12 weeks so your site builds its standing and adds real value to your readers.

Obviously, there is a lot more to blogging and how it can make your business money. In future articles I will reveal how you can do this.



Dumb Criminals

It's generally a good idea to set up a secure alarm system at your house which alerts police at the first sign of trouble.

Unless of course you happen to be growing marijuana illegally inside.

Such is the fate of 53 year old Marlon Gene Kelley of Muskegon, Michigan.

Kelley's home alarm tripped one day when he wasn't at home and officers arrived at the scene and walked inside through an unlocked door.

They found 8 plants, 5 guns and a bunch of grow equipment.

For Kelley, it all added up to three to 12 years in prison.

Online Marketing—Remarketing



Steve Hackney—Helping you to quickly grow your business

I have to say that remarketing or 'retargeting' is a truly awesome strategy that you should be using.

So what is it?

Well, Google (and other remarketing suppliers) offers AdWords advertisers the ability to place ads (both text and graphical) in front of users who have previously visited your website.

The technology works by putting a little piece of Google tracking code on every page of your website. This code monitors each individual visitor and which pages they visit. Then, as they trawl the internet a few days later, you can place an ad in front of that user to say, "Hey, remember us? Please come back," etc.

The technology is even clever enough to recognise where they went on your site so you can tailor the ad to be more specific to their needs.

The reason why we recommend Google for your remarketing is because Google have literally millions of websites subscribing to their ad model, ranging from very large high-traffic sites to small low-traffic sites.

But, essentially, because their reach is so vast, the chance of your visitors landing on one of these sites after visiting your site is very high.

So Joe Bloggs visits your website. When he leaves and visits other sites (any site, not sites related to accounting) your ad will show up, making Joe think that you're all over the web.

This can happen for days, weeks, months or forever (you decide how long visitors see your ads).

Its brilliance is its simplicity. Best of all, you only pay when Joe clicks on one of your ads (the reason why so many websites subscribe to Google's ad programme is because when someone clicks on your ad, they get a share of the revenue generated).

You can read more about it here...

<http://www.google.co.uk/ads/innovations/remarketing.html>

Here's how you set up your own remarketing campaign in Google...

STEP #1: Log In To Your Google AdWords Account

Log in to your AdWords account (you can't set up a Google Remarketing campaign unless you have an AdWords account already set up).

STEP #2: Get The Tracking Code

Now you just need to get the tracking code ready to insert into your website.

Here's how to create the code...

- After logging in to your account, you'll see on the left-hand side of the page there is a button called "shared library" – click this (see image at the bottom of page 6).
- Next click "View" under "Audiences".
- Google will ask you to create a new piece of remarketing code to go on your website.
- Select "setup remarketing".
- Google will give you the code for your website (this code now needs to be copied onto every page of your website).
- Click "Continue".
- Then Click "Cancel" (you don't need to set up a list at this point – see later).

STEP #3: Place Tracking Code On Each Page Of Your Website

Now e-mail your web designer/developer the code and ask them

Remarketing....

to place the code on EVERY page of your website.

Once the code is on your website, Google will track every single user in this “main” remarketing list.

STEP #4: Create Additional Lists (If Necessary)

You now have 2 choices...
(1) Remarketing to all users that visit your site in the same way (using your “Main” list) or (2) Create sub-remarketing lists using the various URLs (different web pages) on your website.

I RECOMMEND YOU DO THIS!

You have to create a new remarketing list of every subset of targeting you require.

Do this by clicking “New audience”. Then you add the specific page URL for the sub category and then give it a name.

Google will automatically differentiate the users dependent on where they go in your site based on the URLs you’ve provided.

STEP #5: Create Your Ad Campaign

Now that we have set up a remarketing list (to collect the data) we need to create an advertising campaign in Google

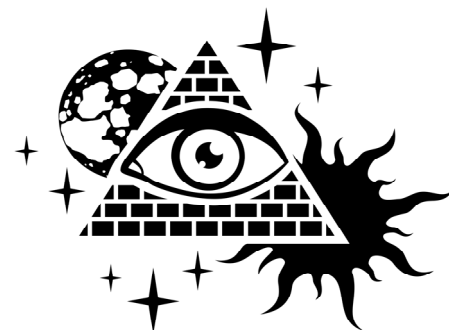
AdWords to display ads to the user that end up in the list. Here’s how to do it...

- So within your Google AdWords account, create a new campaign called “Remarketing”.
- Choose “display only”.
- Select “remarketing only”.
- Set a maximum budget.
- Select “save and continue”.
- Create an Ad Group for every remarketing list and choose the list that corresponds to that Ad Group.
- Create your text ad based on the ones we have supplied you with in the Google AdWords module (note we have tested the effectiveness of text ads against display ads and text ads outperform display ads).

Your remarketing campaign should now be up and running (although it takes a couple of days before going fully live)!

STEP #6: Test & Evaluate

Make sure you evaluate your Remarketing campaign just like you should be doing with your AdWords campaign. When you first set it up, you should be analysing it every couple of days.



Cryptic Puzzle Of The Month

Peter decided to walk to the local waterfall, 10 miles away.

At the moment he started, his dog ran off from his side and proceeded to the waterfall at a constant 8 miles per hour.

As soon as the dog reached the waterfall, it started the return journey to Peter, keeping to the same speed.

The dog continued this odd behaviour until Peter reached the waterfall.

If Peter kept to a constant 4 miles per hour, how far did the dog run in total?

ANSWERS ON PAGE 7!

Remarketing.....

...Continued from Page 5

Summary

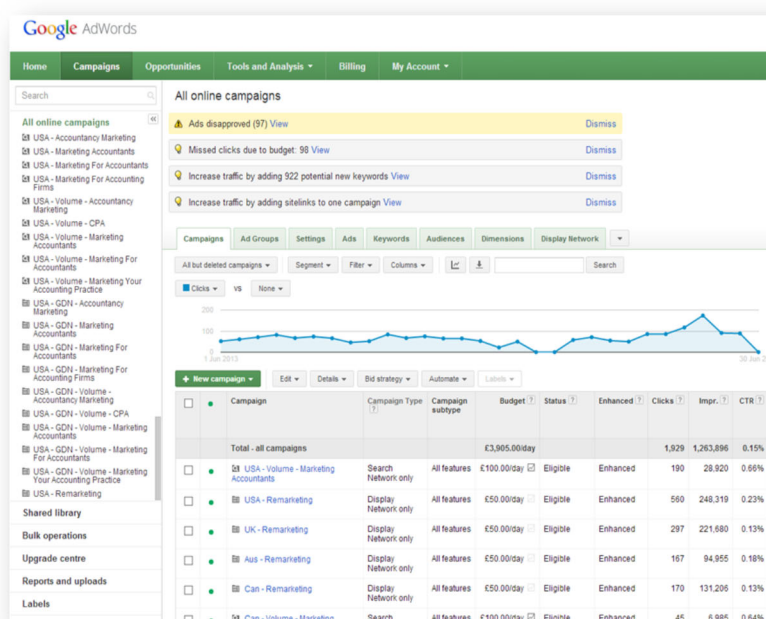
A Google Remarketing campaign is an integral part of your own growth blueprint.

It ensures you maximise the return on every penny you spend on your marketing.

Even though remarketing has been around for a couple of years, very few business owners are aware of it. Now is the time to take advantage.

As more and more people become familiar with it, the results will reduce.

Take the opportunity now and set up your own remarketing campaign.



Super Referral Program



We have created our Referral Scheme to reward our clients for recommending us. **We will pay you £100** when your referral has joined up to one of our packages and paid their first month's fees. **Even if your referral decides not to join us we will still give you a gift voucher as a thank you for recommending DNS.** Although we think this is a very generous amount we have decided that it is not enough so we have added an additional twist to our referral scheme! Not only do you receive £100 as a referral fee, but we also want to offer you something extra to make it even sweeter.

If 3 of your referrals join DNS in 2019 you get 50% discount off your fees for Jan 20 to Dec 20.

If 5 of your referrals join DNS in 2019 you get 100% discount off your fees for Jan 20 to Dec 20

What Clients Say About DNS Accountants

"Helped With Accounts Swiftly"

"Been with DNS Accountants for more than a year, I would highly recommend their services. My Account Manager Sneha has been very helpful and helped with accounts and queries swiftly always! Having a good accountant means you can fully focus on your business, not worry about accounts and tax matters. Thank you DNS".

*Zameer Hussain
Relisols Ltd*

"Always Ready To Go Extra Mile"

"I have been extremely satisfied with the service I have been receiving close to the past 1 year. Very professional, transparent and helpful. Special mention to my Account Manager, Minakshi Arora who made my transition very smooth and always ready to go that extra mile to support and make customer happy. Definitely recommended".

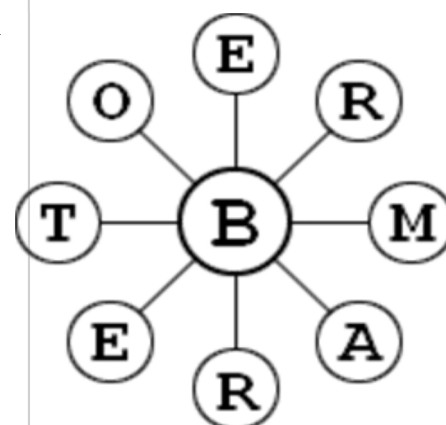
*Brijesh Pradhan
Sario Ventures Ltd*



Brain Tracker: How Many Words Can You Find?

Using the BrainTracker grid below, how many words can you find? Each word must contain the central **B** and no letter can be used twice, however, the letters do not have to be connected. Proper nouns are not allowed, however, plurals are. Can you find the nine letter word?

Excellent: 38 words. Good: 31 words. Average: 24 words.



We are experts at helping our clients financially manage and grow their business!

"Good Value For Money"

"I recently set up a Ltd. company and signed up with DNS for my accounting services. I've found it very good value for money and hugely helpful in terms of advice and guidance. I have an Account Manager, Sneha Gurudutta, who keeps in contact with me and offers advice on the phone.....I'm really pleased with the service"

*Martin Wilson
Martin Wilson Consulting Ltd*

CRYPTIC PUZZLE **ANSWER**

Answer: 20 miles.

The dog always ran at twice Peter's speed. Since Peter ran 10 miles the dog ran 20 miles.

Bet You Didn't Know



- The Eisenhower Interstate System requires that one mile in every five must be straight. These straight sections are usable as airstrips in times of war or other emergencies.
- The earliest recorded case of a man giving up smoking was on April 5, 1679, when Johan Katsu, Sheriff of Turku, Finland, wrote in his diary: "I quit smoking tobacco." He died one month later.
- The Romans did not use soap. To get rid of sweat and grime, they would cover themselves with oil and then scrape off the oil with a special scraper made of metal, wood, or bone called a strigil.



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