

From the Managing Director

Welcome to our newsletter (and welcome back to customers that remember our old series of newsletters). This time the newsletters are here to stay and will be coming out monthly. As before, our plan is to provide some background and high level information which unfortunately we don't get time to with each of you on a day to day basis.

The approaching end of financial year is going to usher in our new fixed price support arrangements, which I am putting the finishing touches on at the moment. I am excited about this new approach that will give us the time we need to do the work needed, to be there to help you if things go wrong, and will give you the certainty of knowing your IT costs from month to month. Expect to hear from me soon with your proposal.

In other news for CCC we are going to be conducting a trial of some Voice Over IP (VOIP) telephony to see if it is able to deliver the quality of calls needed for business, and will be talking to you shortly about the potential of this technology to reduce your telephone bills.

Until next month all the best,
Clem Colman

From the Editor

Echoing the sentiments of our Managing Director (Clem), I'd like to welcome our new and established clients to the new series of newsletters. We've got a new look, new content, and a new strategy.

We're aiming through these newsletters to provide useful information to our clients to help you get the best value from your IT infrastructure. From time to time we'll profile a client and what they do, and how we help them do it. We'll also continue the trend from last series of giving overviews of emerging technologies and techniques, and how they may benefit your organisation. These overviews can get quite lengthy, so where appropriate, we'll save your inbox and link to a more detailed article on our web site.

In This Issue:

- Message From the MD
- Fixed Price Contracts
- Web Site Marketing Tips
- Client Profile - Parkhill Financial Group

HelpDesk Hints:

- Please don't wait until you see us to log a problem
- Log all queries and requests through the helpdesk;
 - [E-mail: helpdesk@colmancomm.com](mailto:helpdesk@colmancomm.com)
 - Phone (02) 6287 3036
- You will be given a **Task Number**, please record it for future reference

Client Profile – Parkhill Financial Group

The Parkhill Financial Group has been a client of ours for many years now, dating back to their previous branding as J O'Connor and Sons in Fyshwick, but not quite as far back as their home office in Parkhill Street Pearce 25 years ago. Let's be honest, most of our staff and directors were still in school then, and in no position to service the burgeoning IT industry. Fast forward 25 years however, and Parkhill are now a financial services company of considerable size and diversity. Their services cover Life and Trauma Insurance, Financial Planning & Superannuation, Accounting and Finance Broking.

Our initial engagement with Parkhill was back when they were operating out of their Fyshwick offices. Like most offices of the day, they had a collection of desktop PC's and a server of some sort, pretty typical. Our first role was in a support capacity, administering the desktop PCs and server, and providing an Internet Gateway and e-mail service. Shortly afterwards, a generational change started to brew at J O'Connor & Sons, as the sons had ideas about improving efficiency. They came to us with a plan for a custom built application to track their client information. Policies, investments, correspondence that had been scanned in, would all go into a centralised database with instant access from anywhere in the office. Reports would be drawn up at the click of a button letting them know the exact state of play across their entire portfolio; funds under management, premiums, commissions, claims, who gets an invitation to the annual golf day and so on. We took a bunch of Word Documents as templates, and made it happen. The end result was an ability to service almost double the number of clients with the same number of staff. Ben O'Connor their Senior Insurance Consultant likes to show how he can access the system from his desktop PC with a ludicrously big screen, and his mobile phone/PDA with a really small one. They can access their diary from home or on the road and view the appointments of their colleagues and book meeting rooms and so on.

We continue to develop the system for them, and provide support and other services like their new and improved web site (www.parkhill.com.au). To find out more about Parkhill, you can visit their web site or read the article featuring them in the latest B2B in Canberra magazine. Of course, the article is also on their web site.

PARKHILL
financial group

Web Marketing Series

Part I; Are you getting value?

How can you tell? These days most businesses have an online presence of some kind. Their own web site, a page on a provider's site, entries in various web directories and possibly online marketing campaigns. It's assumed that these services deliver value, but how can you be sure? Could your resources be of more use elsewhere? Read on to find out how you can get a better picture of the effectiveness your site has within your overall marketing or service provision.

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Everything on your web server is logged. Well, that is to say it should be. If it's not, you need to find a better hosting provider. The sites that we host at ColmanComm, including our own have comprehensive logging of site access, including what we call referrer logging. We can tell every time a page or image or other resource is accessed on the site. We can even tell a little bit about who is doing the accessing.

One of the logging options on a web server is known as the referrer log. As the name implies, this holds a record of where the link came from. So if I find my way to your home page, see a link I like (say "products page") and click it, the referrer log will have an entry saying the page hit for the products page was referred from the home page. This also works across the whole web. So I can see when someone has found a page on my site by a link on someone else's. You can use this information to see who is your biggest referral source and what information you're providing that's relevant.

This trick becomes handy when we take into account Google searches, where the referral link holds the query terms used to find your page. We'll take a case study from one of our clients, Pro Mortgage. We've hosted their site for long enough to have a fair collection in their logs. For those of you not familiar with Pro Mortgage, some quick background. They're a mortgage provider, arranging finance for residential and commercial clients. In their referral logs there were searches for their employees by name, which linked to their staff profiles as expected. There were searches for the business name, "ProMortgage" and "Pro Mortgage" and a few other variations. Evidently their name was known to people in some way, word of mouth, radio ad or some other means, and then Google was used to find the site. Then there were the kind of queries we like to see. Queries like "What are the benefits of using a mortgage broker?". No mention of the business name or anything identifying them. So the person making this query has in all likelihood never heard of the business or any of their staff, but is curious about the service they provide. Another example is "What is a comparison rate?". Both of these queries are not specific to ProMortgage, but both lead to their site. How? Their FAQ has a comprehensive collection of questions about their industry and practices. Check it out (even if you're not re-financing):
<http://www.promortgage.com.au/faq.html>

So in this way, someone interested in some general aspect of your industry or services ends up on your site, with your logo in their face, reading your marketing. And the best part is you know they're reading, and how they found you. Our advice to clients is to include as much information regarding your service or industry on your site as you can. People won't necessarily read (or even see) it all, but it will help attract new business to your site, and we've got the logs to prove it.