



# How To Use The PIB Web Site To Market Your Business

Lynn & Dick Slackman  
tenby technologies  
[www.tenbytech.com](http://www.tenbytech.com)  
618-799-9757

# Tenby Technologies



- Lynn Slackman
  - 30+ years of IT experience
  - AT&T, Union Pacific Railroad
  - MBA, BBA Accounting
- Dick Slackman
  - 30+ years of IT experience
  - SIUE, AT&T, Union Pacific Railroad
  - MS Comp Sci., BS Math

# PIB Web Site Statistics for 2009

- 5,348 visits
- 2,126 unique visitors
- 36,926 page views
- 5:00 minutes average time on site
- 56 countries
- 44 states



# Most Viewed Member Pages for 2009

1	Rebecca Coley	368
2	Susan Young	343
3	Joyce Cannon	336
4	Anna Schmidt	234
5	Diann Robins	188
6	Jane Muscroft	183
7	Sarah Hill	178
8	Cyndi Brown	151
9	Marcy Weller	118
10	Ashley Green	117

# The Basics

- Fill out your profile & keep it up to date
- Add photos
- Add events
- Send email blasts to your friends
- Post wall comments

# Referrals

- Use the PIB member list to make referrals
- Member list is searchable by name or company or product or business category, or any key word.
- Printable referral sheet is available in the PIB web site Forum

# Amp Up Your Page

Change your title

Reorder the sections

## People In Business

Growing Business Together

Main Invite My Page Members Events Forum Notes Photos



Welcome, Dick Slackman test id!

What brings you here?

Update

140

### Gifts Received



You have not received any gifts yet

Add a Gift to My Page

### Profile Information

Edit

+ Add Profile Information

### Comment Wall

Edit

Comment

No comments yet!

### Latest Activity

Edit

### Dick Slackman test id

Sign Out

Inbox

Alerts

Friends - Invite

Settings

Quick Add...

Ads by Google

**Obama & Bernanke's War**

Secret War On The Dollar Exposed! Washington Doesn't Want You To Know

www.UncommonWisdomDaily

**1 Tip of a tiny belly :**

Cut down a bit of your belly every day by using this 1 tiny weird tip.

Fatburningfurnace.com

**Startling 2010**

**Forecasts**

Read 11 opportunities

Add a comment to your wall

Theme

# Change Your Page's Appearance

## People In Business

Growing Business Together



MAIN

INVITE

MY PAGE

MEMBERS

EVENTS

FORUM

NOTES

PHOTOS

### My Settings

Profile

Privacy

Email

My Page

#### My Page Settings

Photo

Change your photo on the [Profile](#) settings page.

Twitter

Allow updates on People In Business to be posted on Twitter.

[Connect to Twitter »](#)

Appearance

Change your theme on the [Appearance](#) page.

[Reset](#) the location of the features on your My Page.

Address

<http://peopleinbusiness.ning.com/profile/DickSlackmantes>

My Apps

You haven't added any Apps to your profile yet. Add Apps from the [My Apps Directory](#).

Dick Slackman test id

Sign Out

[Inbox](#)

[Alerts](#)

[Friends - Invite](#)

[Settings](#)

Quick Add...

Ads by Google

[Obama & Bernanke's War](#)

Secret War On The Dollar Exposed! Washington Doesn't Want You To Know

[www.UncommonWisdomDaily](http://www.UncommonWisdomDaily)

[Startling 2010 Forecasts](#)

Read 11 opportunities for investors to make big profits in the new year

[www.MoneyandMarkets.com](http://www.MoneyandMarkets.com)

Change Appearance



# Themes

## Edit the Appearance of Your Page

First, choose a theme



Apply People In Business's theme

Now, make it unique

Basic Theme All Options Advanced

Colors

Header

Body

Module

Sides

Text

Network Name

Body

Headers  AaBbCc

Body  AaBbCc

Media Players

Text

Player

Playlist

Reset these colors

Save Cancel

Dick Slackman test id

Sign Out

Inbox

Alerts

Friends - Invite

Settings

Quick Add...

Ads by Google

[Obama & Bernanke's War](#)

Secret War On The Dollar Exposed! Washington Doesn't Want You To Know [www.UncommonWisdomDaily](#)

[Profit As Dollar Falls](#)

Turn the tables on Washington with 3 simple investments! Free Report [www.MoneyAndMarkets.com](#)

[1 Trick of a tiny belly](#)

Cut down a bit of your belly every day by using this 1 weird old tip. [FatBurningFurnace.com](#)

[Classmates.com@](#)

Find Old Friends at Classmates.com@ Look Discreetly or Plan a Reunion! [www.Classmates.com](#)

[Find a Chinese Wife](#)

Chinese women seek men for love and marriage. Join today for free. [www.ChnLove.cn](#)

About

 Susan M. Young, CPA created this Ning Network.

[Create a Ning Network! »](#)

Forum

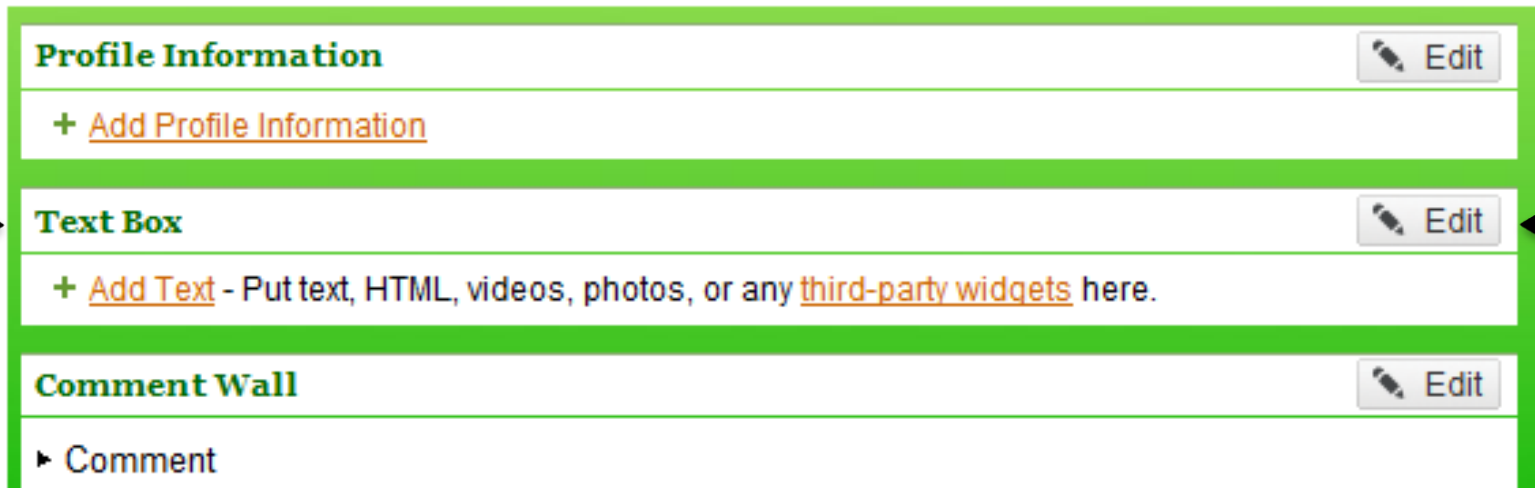
 [Tax Tips](#)  
This is the time


1. Choose a theme →

2. Modify the theme as you like →


3. Click **SAVE** →

# Fill Up Your Text Box




**Profile Information**  Edit

+ [Add Profile Information](#)

**Text Box**  Edit

+ [Add Text](#) - Put text, HTML, videos, photos, or any [third-party widgets](#) here.

**Comment Wall**  Edit

▶ Comment

# Editing Your Text Box

Type a  
title here



Type  
verbiage  
here



The image shows a screenshot of a text editor window. The window has a yellow title bar at the top. Below the title bar is a toolbar with icons for Bold (B), Italic (I), Underline (U), Strikethrough (ABC), Link (chain), Image (camera), and Insert (document). The main area of the window is a large white text box. At the bottom right of the window, there are two buttons: a blue 'Save' button and a red 'Cancel' button. The entire window is outlined with a thick green border. Two black arrows point from text labels on the left to the title bar and the main text area respectively.

# Fill Up Your Text Box

Format Text  
Bold  
Italicize  
Underline  
Strike Thru



Add a link

Add a photo

Add a file

Save

Cancel

# Advanced Formatting

- Draw boxes
- Change background color in a box
- Change font size

Before picture of living room. The room feels out of balance with all of the upholstery on one side of the room, the 'scarf' above the fireplace is out of proportion to the photos on the fireplace, and the photos also seem very plain being all the same height and basically the same size.



Before picture of dining room. Please notice size of artwork and lack of color.

# Advanced Formatting

- Go to Notes Tab > Code Samples



## Code Samples

Added by Dick Slackman: tenby tech on September 30, 2008 at 8:44am

Below are some samples of code to make your pages look more organized and attractive. In each example below you can cut & paste the code from this page into your PIB page.

### Blank Line

```
<br />
```

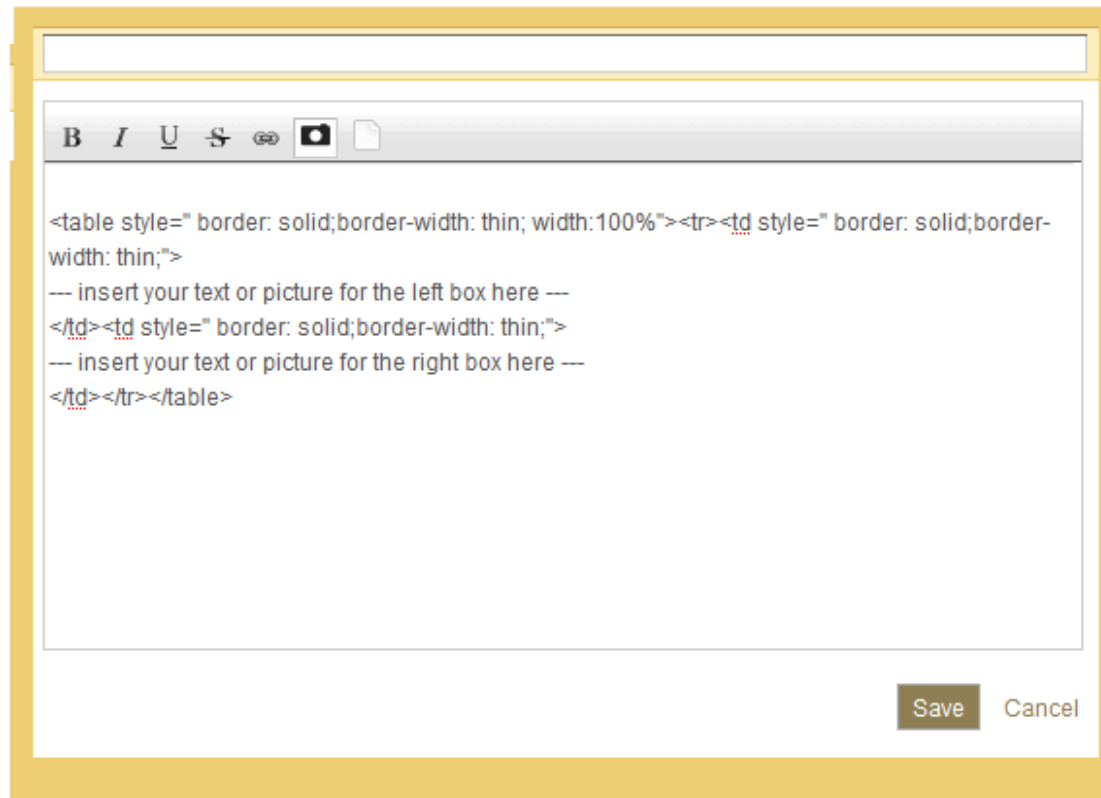
### Box Around Text or Picture

```
<table style=" border: solid;border-width: thin; width:100%"><tr><td>
--- insert your text or picture here ---
</td></tr></table>
```

### 2 Boxes Side By Side

```
<table style=" border: solid;border-width: thin; width:100%"><tr><td style=" border: solid;border-width: thin;">
--- insert your text or picture for the left box here ---
</td><td style=" border: solid;border-width: thin;">
--- insert your text or picture for the right box here ---
</td></tr></table>
```


# Advanced Formatting



A screenshot of a rich text editor interface. At the top, there is a toolbar with icons for Bold (B), Italic (I), Underline (U), Strikethrough (ABC), Link (Globe), Image (Camera), and Document (Sheet of paper). Below the toolbar is a text area containing the following HTML code:

```
<table style=" border: solid;border-width: thin; width:100%"><tr><td style=" border: solid;border-width: thin;">
--- insert your text or picture for the left box here ---
</td><td style=" border: solid;border-width: thin;">
--- insert your text or picture for the right box here ---
</td></tr></table>
```

At the bottom right of the text area, there are two buttons: "Save" and "Cancel".



A screenshot of a rich text editor interface showing the rendered output of the HTML code. The editor has a yellow header bar with an "Edit" button (pencil icon) on the right. The main content area displays a table with two columns. The left column contains the text "--- insert your text or picture for the left box here ---" and the right column contains the text "--- insert your text or picture for the right box here ---".

# Lynn's Page



**Lynn Slackman - Tenby Tech**  
 Belleville, IL  
 United States

- Send a Message
- Share
- Twitter
- Remove as Friend
- Block Messages

Blog Posts  
 Discussions

Events (1)  
 Photos (1)  
 Photo Albums (1)

Lynn Slackman - Tenby Tech's Apps (1)

### Admin Options

- Stop Featuring
- Reset Profile Photo

### Lynn Slackman - Tenby Tech's Friends



[+ Invite Friends](#)

## Lynn Slackman co-owner of tenby technologies



**tenby technologies** is focused on helping small businesses market effectively on the internet. Whether you need a web site, promotional email, search engine optimization, or a sponsored ad campaign, we can help. Please call on us for all your internet marketing needs.

### Newsletters & Presentations

**How To Market Your Business Using The Internet.pdf**  
**Marketing your business or service using the Internet** should be an essential part of your marketing plan. We believe the Internet will become as important to your business as the telephone is today. Having an Internet presence will lead to attracting customers to your business and this will lead to additional sales. This presentation covers some of the FREE services you can use to promote your Internet presence and start building a more viable business.

**Networking on the Internet.pdf**  
**Networking on the Internet** is used to augment in-person networking. The internet has become an essential part of the business environment. More customers are making their purchases and finding local products & services using the internet. The presentation was first made for the Edwardsville People in Business group on June 23, 2009.

**Six Things You can do to Improve Your Website Search Rankings.pdf**  
**Six Things You can do to Improve Your Website Search Rankings** can help your business get noticed on the internet and shows you the steps to implement these changes. The presentation was first made for the Wood River People in Business group on March 10, 2009.

This presentation is an introduction to the Willstadt Chamber web site at the January 21st Kickoff meeting.  
**Willstadt Chamber Presentation Jan21.pdf**

**Google Local Business- Collinsville PIB Jan 2008.pdf**  
**Google Local Business** This presentation shows how Google Local Business can help your business get noticed on the internet and shows how to implement Google Local Business. The presentation was first made for the Collinsville People in Business group on January 20, 2009.

**Seven Ways to Promote Your Business on the Internet... and they're free.pdf**  
**Seven Ways to Promote Your Business on the Internet... and they're free.** This presentation was originally prepared for the tenby tech newsletter and has been updated with more current information.

**Six Tools for Your Business... and they're free.pdf**  
**Six Tools for Your Business... and they're free.** This presentation offers six tools that may be useful for your business. The presentation was first made for the O'Fallon People in Business group on...

**Dick Slackman: tenby tech**

- Sign Out
- Inbox
- Alerts
- Friends - Invite
- Settings

Quick Add...

### Ads by Google

**City Lights Church**  
 St. Louis' Casual & Relevant Church Find Real People & a Real God Now.  
[www.citylightschurch.com](http://www.citylightschurch.com)

**Furnace Repair & Service**  
 Fast 24-Hour -- St Louis MO \$15.00 OFF When You Call!  
[www.HoffmannBros.com](http://www.HoffmannBros.com)

**CPA Income Tax Preparer**  
 James F. McLaughlin, CPA Webster Groves, MO; 314-304-1701  
[jfmcloughlincpa.com](http://jfmcloughlincpa.com)

**Porter's Steakhouse**  
 Located in Collinsville/St. Louis Try our World Famous Pepperloin  
[porterssteakhousecollinsville.com](http://porterssteakhousecollinsville.com)

# Lynn's Page



[View All](#)

## Lynn Slackman - Tenby Tech's Events

### How To Use the PIB Web Site To Market Your Business

February 16, 2010 from 8:30am to 9:30am - Oatman House

[+ Add an Event](#)

[View All](#)

## Profile Information

### Company Name 1

Tenby Technologies

### Description of your products and services

Tenby Technologies is focused on helping small business market effectively on the internet. We do web site design, promotional emails, sponsored ads, and search engine optimization.

### Location Address(s)

3758 Boatmans Pt, Shiloh, IL 62221

### Phone Numbers

314-570-1136

### Email Address

lslackman@tenbytech.com

### Web Site 1

<http://www.tenbytech.com>

The People in Business online network is currently restricted to people who have attended at least one meeting each quarter. Have you attended a meeting yet?

Yes

### Business Categories

Website Design, Information Technology

## Comment Wall (10 comments)

Leave a Comment for Lynn Slackman - Tenby Tech

**B** *I* U

Attach a gift to this comment [Add Comment](#)



At 5:07pm on February 3, 2010, **Diann Robins** said...

You are welcome! Actually you won't just get a new conductor head you will get a whole new unit with all the improvements and a free 4-treatment package of gels. Your presentation was great today. I learn something new every time I hear you and Dick speak. I am looking forward to part 2 at the Collinsville PIB on the 16th.

[x](#)



At 1:13pm on February 3, 2010, **Bruce McLaughlin** said...

Lynn - I enjoyed your presentation at the Highland meeting today. Great as usual!

[x](#)



At 8:58pm on March 22, 2009, **Jane Muscroft** said...

Have your daffodils bloomed yet?

[x](#)



created this **Ning Network**.

[Create a Ning Network! »](#)

## Forum



**Facebook** 1 Reply

Started by Susan M. Young, CPA. Last reply by Dick Slackman: tenby tech 2 hours ago.



**Would you like to see a new PIB group started in St Louis?**

Started by Susan M. Young, CPA 15 hours ago.



**Career Decisions for High Schoolers**

Started by Bruce McLaughlin Feb 3.



**5 Reasons to Use Facebook for Business**

Started by Dick Slackman: tenby tech Jan 27.



**PIB Referral Sheet**

Started by Dick Slackman: tenby tech Jan 27.

[+ Start Discussion](#)

[View All](#)

## Badge



I'm a member of:

**People In Business**

People In Business is a no membership fee business...

[Get Badge](#)

# Social Media Updates

- Update MySpace, Twitter, Del.icio.us, Facebook, Stumbleupon, Digg directly from the PIB web site

Share →

The screenshot shows a social media profile for Dick Slackman (tenbytech) with a 'Share' button highlighted. A dialog box titled 'Share This Page' is open, displaying sharing options for MySpace, Facebook, Twitter, del.icio.us, StumbleUpon, and Digg. It also includes a text input field for 'Your Message' and a 'Share This Page' button.

**Share This Page**

**Share On:**

- MySpace
- Facebook
- Twitter
- StumbleUpon
- del.icio.us
- Digg

**or Send To:**

Enter email addresses; separate multiple recipients with commas.

► Choose from friends

**Your Message:** (Optional)

More Options **Share This Page** Cancel

# Change Your Web Address

Make your PIB  
web page easier  
to remember

Address →

Peopleinbusiness.ning.com/profile/**yourname**

Manage My Page > Address

Peopleinbusiness.ning.com/profile/DSlackman

# Create A Custom URL

- URLs cost \$10 to \$15 per year
  - <http://BestPlumberInCollinsville.com>
  - <http://FixYourLeakOfallon.com>
- Point the URL to your PIB web page
  - <http://peopleinbusiness.ning.com/profile/TomPlumber>
- Easier access for your customers
- Easier access for search engines

# Submit Your PIB Page To The Search Engines

- Big 3: Google, Yahoo, & Bing
- Add URL to Search Engines
  - <http://www.google.com/addurl/>
  - <http://search.yahoo.com/info/submit.html>
  - <http://www.bing.com/docs/submit.aspx>

# Social Bookmark Your Page

- [Stumbleupon.com](http://Stumbleupon.com)
- [Digg.com](http://Digg.com)
- [Del.icio.us](http://Del.icio.us)
- [Reddit.com](http://Reddit.com)



# Keyword Density

- Use the words customers will use to find your business
- <https://adwords.google.com/select/KeywordToolExternal>
- Chiropractor, chiropractic, backache
- Realtor, agent, real estate, real estate listing, MLS, buy house, sell house
- Insurance, agent, broker, coverage
- 2% - 4% is optimal

# Backlinks (aka in-links)

- Create links from the internet to your PIB web page
- Draws people to your page
- Improves the ranking of your page

# Content Is King

- **Add unique content**
- **Create a blog**
- **Add an RSS feed**
- **Add a video**



# Thank You So Much For Listening To Our Presentation

- All slides will be available on our web site
  - [www.tenbytech.com](http://www.tenbytech.com)
- We will stick around after the meeting if you have more questions

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# Cheat Sheet

- People in Business
  - <http://peopleinbusiness.ning.com>
- Search Engine Local Business Ads
  - <http://www.google.com/local/add>
  - <http://listings.local.yahoo.com/csubmit/index.php>
  - <https://ssl.bing.com/listings/ListingCenter.aspx>
- Buy a URL
  - <http://www.Godaddy.com>
  - <http://www.NetworkSolutions.com>
- Add URL to Search Engines
  - <http://www.google.com/addurl/>
  - <http://search.yahoo.com/info/submit.html>
  - <http://www.bing.com/docs/submit.aspx>

