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# → Turn, Turn, Turn

The chill in the air has got us excited for bonfires, crisp apples and, yes, even raking leaves. The changing of the seasons is a great opportunity to check your website analytics (how well is your website working for you?) and perhaps refresh your homepage with a seasonal banner. Lean on us – we're here to help!

-Andy, Peter, Tara, Jenna & Vadym

FAST FWD: THE OFFICIAL NEWSLETTER FOR FRONTIER WEB DEVELOPMENT

QUARTER 4, 2011

## Frontier at Marketing Summit

On September 16, our own Andy Steingas was invited to present at a marketing summit put on by the Minnesota Real Estate Journal in Golden Valley, Minn. This was a great opportunity for Andy to do one of the things he loves most – talk about website and marketing strategy. For an hour, he answered questions from 200+ real estate professionals about SEO, SEM and analytics. It was fun to see so many familiar faces at this event! Thank you to MNCAR for recommending us.

## New Homepage Banners

If your website features transitioning homepage banners, now is the time to add a new one! Ideas include using the change of season theme, local sports or just promoting an event. Our design services are available to you 24/7.

View the full list of WIP items at: [www.frontierwebdev.com/wip](http://www.frontierwebdev.com/wip)



## We Know it's on Your Mind: Should You Have a Mobile Site?

By now, you probably realize that today's smart-phones are capable of pretty incredible things. One of the most useful features is the mobile web browser. Mobile web browsers allow smartphones to view every website that a personal computer can view with only a few limitations:

- Since the screen is smaller, websites are going to show smaller and users very often rely on the zooming tools in order to read and navigate the content. This can be a slow and frustrating process for many users.
- iPhone and iPad mobile browsers don't allow Flash content viewing and this can prevent access to important information.
- Complex web scripting is not always fully supported by mobile browsers and this can break some of the most important features of a website.

Many companies are choosing to eliminate these potential sticking points for their customers (and potential customers) by doing a special mobile version of their site or offering one or more customized versions of their sites that serve up the site's most important information.

Continue reading this article at [www.frontierwebdev.com/mobile](http://www.frontierwebdev.com/mobile)



## 5 Ways to Get More Twitter Followers



### Follow other people

Twitter etiquette holds that if someone follows you, you will, in turn, follow them; not everyone does this of course, but it's one strategy for getting followers. If you don't know who to follow, check out businesses similar to you to see what they're doing.

### Be interesting

Tweet compelling stuff and the followers will come. Link to images regularly – Twitter now allows you to do that right as you compose your tweet!

### Promote your page

Add your Twitter page to your LinkedIn profile and Facebook page. Make sure a Twitter icon that links to your page is in your website header. If you're not already posting status updates on LinkedIn, connect LinkedIn to Twitter so your tweets show up on LinkedIn – then you reach all your connections there, too.

### Engage others

Retweeting (RT) and mentioning (@) other people in your tweets will include you on their Twitter feed, gaining more visibility to their followers. Not sure how to format your tweet given all the @'s and #'s you see? Find someone who tweets a ton and reference what they're doing. That's the easiest way to learn.

### Make time

Set aside an hour a week for Twitter updates and consider it like a networking event you'd attend (as in, it's important and don't cut that hour short). Search for more followers and check out what people similar to you are doing to keep your inspiration flowing.

## Summer Bike Rides

### Turns out we all love to bike!

The five of us biked the Midtown Greenway in Minneapolis in August.



### Recent launches:

- Sterling Cross Group  
[www.sterlingcrossgroup.com](http://www.sterlingcrossgroup.com)
- HSA Direct  
[www.hsadirect.com](http://www.hsadirect.com)
- We Are Nuts!  
[www.wearenutsmn.com](http://www.wearenutsmn.com)

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How can we improve? Connect with us and share your thoughts today.

Client Spotlight

## Meet Jays Company [www.jayscompany.com](http://www.jayscompany.com)

**Who they are:** A local business, located in Rogers, MN, specializing in pharmaceutical supplies.

**What they do:** Provide supplies, packaging and printing for pharmacies, hospitals, clinics and long-term care.

**Recent work they've done:** Jays Company recently took advantage of our WIP (website improvement program) to add a custom landing page to their company Facebook account. The landing page features custom artwork that links to a new trivia section on their website. *What does the Rx symbol mean exactly?* Check <http://jayscompany.com/trivia> to find out!

**Their favorite thing about the website:** "We like everything about our website, especially the custom-designed mascot Frontier built for us ("Vial Dude") and the fact that our customers can log in any time and view their ordering history. It makes us look good and we like that!"

- Lisa Holzer, Owner



Meet "Vial Dude", Jays Company's very own mascot