



Brownbook.net

the FREE directory that ANYONE can edit

Newsletter #2, July 2008

Hi ben

Welcome to another edition of the Brownbook.net newsletter. Today I'd like to tell you a bit about getting your business found online, and about how you can use Brownbook.net to tell people about your favourite hang-outs.

Latest news



Want to know exactly how Brownbook.net helps you and your business? Want to be able to explain it easily to someone else? Easy, check out these new 60-second videos which tell you all you need to know:

[Brownbook.net for businesses](#)
[Brownbook.net for everyone](#)

For businesses - SEO explained

For most small businesses the concept of search engine optimization (SEO) is a mystery, but it's a hot topic with many people giving advice on the subject. Here's what [Wikipedia](#) says about SEO:

"Search engine optimization (SEO) is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results for targeted keywords. Usually, the earlier a site is presented in the search results or the higher it "ranks", the more searchers will visit that site. SEO can also target different kinds of search, including image search, local search, and industry-specific vertical search engines. SEO can be approached in many ways, but the latest trend is Performance Based SEO."

Listing in Brownbook.net helps with your SEO

Your Brownbook listing can help your ranking in the major search engines because our business details pages are well optimized for all the major search engines. You can even add your website address to help drive users right to your own website if you have one. All of this helps you to get found by potential customers.

A quick tip...

Be sure to have relevant location tags and business tags on your Brownbook.net listing as these are two of the factors that major search engines use when they are indexing our site. The keywords potential customers might use to look for your service will be the keywords that search engines look for. For example if you are a florist

Featured Businesses

[Silk Road Restaurant](#)



The Silk Road is a Turkish/Mediterranean Restaurant that creates delicious and freshly prepared authentic cuisine from chosen countries along the old Silk Road Caravan Route - a breathtaking backdrop for your taste experience. [See more...](#)

Featured Reviews

[The Courtyard Clinic](#)



July 28, 2008

I have received orthodontic treatment at The Courtyard Clinic since last September using the Invisalign system. It



your tags might include weddings, flowers.
Take a look at the [Silver UK](#) Brownbook.net listing to get some ideas.



Sarah's say - your favourite hangouts

Ah free time, those precious few hours that we get to ourselves when we actually choose how to spend our time. There is an abundance of clubs, societies and organisations to join and endless places to hangout, so what are your favourites? Are

they listed on Brownbook.net?

As a child I was a member of every sports club going but as I moved into my teens the sporting activities were pushed to the side as I had more important places to hang out like the park! Late teens and throughout my student life I can safely say I seemed to have the most amount of free time I have ever experienced and spent most of it at my student union or in local pubs!

Nowadays, I like to think I spend my time in more refined places such as coffee houses and restaurants. I've also developed a keen interest in watersports and intend on joining a club although as the winter months prevail I may think differently! However, I'm moving to a new area soon and clubs are great places to make new friends and they often have good social gatherings.

I'm always intrigued about how people decide to spend their free time. Please share your favourite places to hangout by adding and reviewing them on Brownbook.net. Or, if you know of or are part of a club, society or organisation that would like exposure then get them listed on Brownbook.net for free.

Take a look at [Horden Cricket Club](#) in County Durham which was recently listed and reviewed on Brownbook.net.

Thats it for now, until next time,

Sarah Warren
The Brownbook
www.brownbook.net

amazes me how...
[Read more...](#)

[The Cornish Maid's Shop](#)



July 27,
2008

This little shop in Polperro sells the best fudge i have ever tasted , there are so many different...
[Read more...](#)

Useful Links

www.brownbook.net
[For businesses](#)
[For everyone](#)