



BeareWare e-NEWS

BeareWare e-NEWS – January, 2003 – Edition I

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For a detailed background on the BeareWare Company – please go to <http://www.beareware.com/aboutbeareware.htm>

For Web Services – please go to <http://www.beareware.com/webservices.htm>

For Product Solutions – please go to <http://www.beareware.com/productsolutions.htm>

For Web Site Portfolio – please go to http://www.beareware.com/web_services/web_portfolio.htm

BeareWare – www.beareware.com - info@beareware.com - (615) 460-7426

Welcome to BeareWare's e-NEWS

G'day and welcome to the first edition of BeareWare e-NEWS. BeareWare e-NEWS has been developed to give clients, partners, and prospective clients a quarterly snapshot and update of the current events, products & happenings within the BeareWare Community.

BeareWare's e-NEWS is not only limited to company news, but will cover a variety of areas of interest as well as newsworthy submissions by associates & clients. Added to this will be periodical specials, client features, system information and general updates to help you keep up to date with BeareWare's products and services that can improve your organization's bottom line.

So thanks for being a part of the BeareWare Community and all the best to you and your organization in 2003. For those of you who are new to the BeareWare Community – go to <http://www.beareware.com/aboutbeareware.htm> for a detailed background on the BeareWare Company.

Peter J. Beare,
President & CEO

This edition of e-NEWS features:

- Client Web Statistics for 2002 – How did your organization's web site perform in 2002?
- BeareWare's Winter Special – Time to spruce up your web site for 2003.
- Introduction to BeareWare's Customer Corner – A complete online resource center.

Client Web Statistics for 2002 – How did your organization's web site do?

So – another year on the World Wide Web has come to completion and this is a great time to review your site's results. If you are a client the best place to start with this review is the BeareWare's Web Services Customer Corner – www.beareware.com/webservices which will give you complete details on getting your web statistics for 2002. All BeareWare sites are housed at Earthlink and provide you with 12 months of web statistics. BeareWare has provided some standard forms on the Web Services Customer Corner – so you can document and analyze your statistics as well as establish focus points for 2003.

BeareWare's managed sites had approximately 250,000 web visitors in 2002 – and there are some clear patterns for success in Web Site Management. Here are some facts that should be kept in mind when planning 2003. For a free BeareWare analysis of your site – please contact us at (615) 460-7426:

- 60% of Visitors to BeareWare Client Sites came from "Non Internet Referrals". (Advertisement, e-NEWS, newsletter, word of mouth i.e., user knew email address)
- 40% of Visitors to BeareWare Client Sites came from Search Engines and Web Links.
- 60 % of Visitors to BeareWare Client Sites use AOL or Internet Explorer Browser.
- BeareWare Client Sites that submitted consistent site updates (*on a weekly, bi-weekly basis*) had the highest percentage of visitors.
- BeareWare Client Sites that used **e-NEWS** in combination with frequency updates (*weekly, bi-weekly*) had the highest percentage of visitors.
- BeareWare Client Sites have 30-40% of all visitors on Monday and Tuesday. (This explains why BeareWare is open and updating sites on Sunday!!!!)
- BeareWare Clients Sites had an uptime of 99.999% in 2002, thanks to Earthlink's excellent 24/7 Internet Hosting engines.

As these statistics indicate frequent and consistent updates combined with an e-NEWS program clearly drive traffic to your web site. All BeareWare Web Sites are maintained and updated on Sundays so that the peak traffic will see your latest information on Monday and Tuesday when the World Wide Web is most visited. For more information about your web statistics for 2002 and password access to Web Services Customer Corner – please contact us at (615) 460-7426 or e-mail peter@beareware.com

BeareWare's Winter Special

Graphics on your web site are a key ingredient to your web site's image (and in particular first impressions). With the New Year in full swing BeareWare is now offering you a chance to update your site with some great graphics options by Nashville graphic artist Robert Seigenthaler, proprietor of Seigraphics. Seigraphics have been in the graphics design business since 1988 producing some of Nashville's top logos for business and community organizations. BeareWare is excited to announce that it has retained Robert's services for 2003. Combined with Robert's expertise – BeareWare is also adding search engine technology which adds a tremendous information dimension to sites where large amounts of information are stored. BeareWare Winter Special has 2 great options available:

Web Site Graphics Enhancement I (Client must have existing web site with full content and company logo to be eligible for this special – new web site developments and designs should contact BeareWare for a direct quote.)

This special will provide a complete review of your existing Web Site including all logos and design style. Once you have established the enhancement you are looking for with Seigraphics then the following designs will be developed and added to your existing web site giving you a new look for 2003:

- Designed Style that reflects the image, color, and marketing flavor of your organization.
- Logo enhancement and placement in your web site.
- Search Engine design that allows for easy information access on your site.

Graphics Enhancement I is \$300.00 and includes complete updating of your site with the new enhancements for any BeareWare managed site.

For a review of the Web Site Graphics Enhancement Special – check out Parade of Stars – www.paradeofstars.com owned by client Chuck Chellman - that has had the design style, logo enhancement and search engine added to this site.

Web Site Graphics Enhancement II (Client must have existing web site with full content and company logo to be eligible for this special – new web site developments and designs should contact BeareWare for a direct quote.)

This special will provide a complete review of your existing Web Site including all logos and style sheet design. Once you have established the enhancement you are looking for with Seigraphics then the following designs will be developed, added to your existing web site – and released – giving you a new look for 2003. BeareWare is also adding search engine technology which adds a tremendous information dimension to sites where large amounts of information are stored. Combined with this option is the setting of logo standards on your site for internal company use – and also use for clients and associates on the World Wide Web

- Designed Style that reflects the image, color, and marketing flavor of your business.
- Logo enhancement and placement in your web site.
- Search Engine design that allows for easy find access on your site.
- Standardization of your company's logos and usage standards.
- Banner ad that can be used as your standard on the World Wide Web.

Graphics Enhancement II is \$500.00 includes complete updating of your site with the new enhancements for any BeareWare managed site.

To check out a sample standards page – check out BeareWare's own standards page at – <http://www.beareware.com/standards.htm>. Both of these options can be delivered to you in 15-30 days. For more information please contact Peter at (615) 460-7426 or e-mail at peter@beareware.com

An introduction to BeareWare Customer Corner

Whether you are a current or prospective client – BeareWare is committed to providing an education based support environment that promotes the empowerment of our clients. In keeping with this commitment, BeareWare has developed 5 Customer Corner resource centers related to the products and services that make up BeareWare. These areas not only provide valuable resources for you – they give you an opportunity to communicate your needs and wants – as well as review requests from other clients.

The following areas are provided in BeareWare Customer Corners:

WHAT'S NEW is an up-to-date listing of changes to BeareWare Products. We also place notices here regarding product updates, scheduled releases, or problems and work-around that may affect all customers. When bugs reported by our customers get fixed, we place notices here, along with an estimate of when the fix will be shipped or available online.

FAQ has answers to common questions handled by our support staff, along with some useful tips and tricks that were here as questions.

BUGS can be added here if you are experiencing problems with BeareWare Products. An Online Bug Report is available and response is usually 2-4 hours.

REQUESTS provides an up to date list of Software Development Requests for the Club Manager or Enterprise based products as well as a Software Development Request Form that can be used to tell us your ideas for enhancing and improving BeareWare Products, or improving BeareWare's Customer Service.

DOWNLOAD contains the latest BeareWare Executable Files we are making available for FTP download. The Download area contains Full Installs, Upgrades, User Manuals, System Documentation and other Tools and Tips.

You **must be** a registered BeareWare Client to access BeareWare's Customer Corner. We are also always looking for additional information to be able to provide to our clients – so if there is something else you would like to see just let us know. Current Customer Corners include Web Services Customer Corner, Club Manager Customer Corner, Rugby Club Manager Customer Corner, USFooty Customer Corner and Enterprise Customer Corner.

If you are a client – but do not have the access codes to these areas please e-mail BeareWare at support@beareware.com

BeareWare is a technology company that provides Internet and Windows community based solutions. BeareWare was founded in May 2000 and has grown to provide Web Services and Professional Solutions to clients in Nashville, Tennessee (where BeareWare is located) while BeareWare's Club & Enterprise Management Systems are now being used in the United States, Australia and Europe.

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**Community & Small Business
Member & Club Solutions
Web Design & Management
Professional Services**

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