

Every second Wednesday of the month, we deliver newsletter that contains four sections including case study, a new trend in the industry, company news and a quote. We hope you enjoy and learn. Feel free to reply if you have any feedback or need further information.

## Case Study



**Problem:** A small company based in Dallas, TX had a website where the content was mixed with the code. Business people wanted to do frequent updates on the website but they were unable to do so, as the content was mixed with html and php code.

**Consequences:** As a result, the contents were more than a year old and were outdated. Information about events and promotions were not published on the website.

**Solution:** The client engaged [FSD Solutions](#) for the consulting and to come up with a solution. We at FSD knew immediately what they need is a content management system (CMS), a web based system that allows managing the content of your website without the need for any technical coding. We analyzed four different choices including [joomla](#), [wordpress](#), [dotnetnuke](#) and [FSD custom built cms](#).

Based on the existing website, the budget and the timeline, we decided to go with the fourth option. Within a couple of weeks, the site was modified to use CMS. The client was happy as they now had full control on the website updates and the cms system was very easy to use.

## New Trend in the Industry

For this month, we chose **Social Media Optimization(SMO)**.

**Social Media Optimization(SMO):** It is a new trend in Search Engine Optimization (SEO) for the websites. It is a set of methods for generating [publicity](#) through [social media](#), online communities and community websites. Methods of SMO include adding [RSS feeds](#), [social news](#) buttons, [blogging](#), and incorporating third-party community functionalities like [images](#) and [videos](#). In the earlier days SEO was all about optimizing the various pages of a site. However today with the advent of Web 2.0 things have changed dramatically. The very structure of sites has changed and social media sites seem to be the norm these days. That is one reason why social media optimization is a whole new form of optimization these days.



Some Comparisons and Similarities of SEO and SMO:

	<u>SEO</u>	<u>SMO</u>
<b>Content Must be Easily Readable</b>	By search engine spiders.	By human readers.
<b>Content</b>	Quality content is important in order to rank well.	Quality content is important in order to hold the readers' attention and win their approval.
<b>Success Breeds More Success</b>	Trusted domains will have a positive effect on all pages, including new pages.	Power profiles on sites like Digg can keep traffic flowing with new submissions. The SEO and SMO work hand in hand. If you want to draw traffic to your website, the SMO aspect should not be ignored in today's age.

## Quote of the Month

"The real winners in life are the people who look at every situation with an expectation that they can make it work or make it better. " - Barbara Pletcher

If you have any feedback or need to discuss any potential opportunity, feel free to reply to this email or contact your point person at [FSD Solutions](#).

