

Shiny New Gadget Of The Month: Magic Wand Universal Remote



Harry Potter might be over, but your magic show is just beginning.

This is no ordinary universal remote control. The Magic Wand Programmable TV Remote will learn up to 13 commands from your existing remote controls and map them to particular magical motions. The Wand can learn from any remote in your house, and once you master its 13 movements, you can mastermind a symphony of electronic enjoyment from the comfort of your sofa.

With a little practice you can flip the channel with a flick of your wand and twist your wand to turn up the volume. It's compatible with almost all makes of TV, DVR, or really anything with a remote!

No more boring channel changing, now you can be the wizard you've always dreamed of being! Bonus—this one is a lot easier to hide from the kids than a regular-sized remote.

You know you want one...learn more and order yours at www.thinkgeek.com. Currently selling for around £55.00.

15 Expert Tips For Designing A Great Website:

<http://www>

This month, three colleagues of Avagio have kindly submitted the following excellent tips for designing a great website. Many thanks to Richard Hill Internet Marketing Specialist, Owner and Founder of E-CRM, Tim Gander, commercial photographer and on-site photography trainer to businesses and Andy Fuller founder of branding and web design agency Designbull.

1. **Targeting** - The marketing basics are essential: understand your market and why people shop with you. Brand, price, convenience, location – it's all critical.
2. **Shopping Experience** - From the site's entrance points to product display methods, the whole online experience of your store needs to engage customers. Navigation through the site has to be easy and simple to understand. Help your visitors get from point A to point B without them needing to think how it is supposed to be done. Your site design must be with the customer in mind.
3. **Create Confidence** - Display your delivery charges and options clearly and concisely on your web site, for customers to view before they hit the checkout. Provide your customers with a range, including the option to pay a little extra for a quicker delivery – for instant gratification. Let those who want to browse your site do so and discover your services, without the need for subscriptions or registrations forcing them to share private data. At the checkout, assure shoppers that their private details will not be shared with any third party. Failure to reassure customers at this point will lead to loss of sales and repeat visits to the site. Make sure that data entered isn't then lost when there is an error – another deterrent – make it easy to change and correct things.
4. **Start A Relationship** - Aim to build a long-term relationship with your customers and encourage them to come back to your site. Make it easy to get in touch and ask for help. Good customer service adds real value to the shopper's experience, so provide customer service online which actually resolves customer queries and helps people to buy. When customers buy something from you, ask them if it's okay to put them on your mailing list.
5. **SEO and Offline Marketing** - There's no point in having a great looking site with the best products in the world if nobody knows the business exists. Make sure your site is found by the search engines by using good page titles, headings and descriptions. Text is important for SEO, but make sure your site is still presented in the same way in each different browser. Consider what needs to be done in the offline world to raise awareness of your brand and drive people to search for your site or products in the first place.

Richard Hill, Internet Marketing Specialist, Owner and Founder of e-crm.co.uk

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The Lighter Side... Caught...

By A Gravy Ladle?

In France, the young assistant priests do not live in the main rectory. That is reserved for the priest and his housekeeper.

One day the priest invited his new young assistant priest to have dinner at the rectory. While being served, the young priest noticed how shapely and lovely the housekeeper was and down deep in his heart he wondered if there was more between the priest and the housekeeper.

Annoyed by what he saw and emboldened with youth, the young priest asked the older priest if in fact, there was something going on between him and the housekeeper. The middle-aged priest assured the young priest that everything was purely professional...that she was the housekeeper and cook and that was that.

About a week later the housekeeper came to the priest and said, "Father, ever since the new assistant came for dinner I have not been able to find the beautiful silver gravy ladle. You don't suppose he took it, do you?" The priest said, "Well, I doubt it but I'll write him a letter."

So he sat down and wrote, "Dear Father, I'm not saying you did take the gravy ladle and I'm not saying you did not take the gravy ladle. But the fact remains that it has been missing since you were here for dinner. Can you please write back and clarify this matter for us."

The young assistant received the letter and he answered it as follows:

"Dear Father priest, I'm not saying that you do sleep with the housekeeper and I'm not saying that you do not sleep with the housekeeper. But I do know for sure that if you slept in your own bed you would find the gravy ladle."

Designing A Great Website:

15 Expert Tips — Continued



6. **Stock Imagery**- It may be cheap and cheerful, but that's also what it will say about your business. And when your designer has finished billing you for the hours spent trawling for suitable images, did it work out cheaper than using a professional?
7. **Google Images Is Not A Free Photo Library** - If it's on the web, someone somewhere owns the copyright for the photo. Beware the unexpected Getty bill for large sums if you're caught using one of their images illegally.
8. **Cheapening Your Products** - Your iPhone pics might look okay on your iPhone and your mate might be quite handy with a camera, but do the results truly match the message you're trying to convey? Whether you're selling products or featuring your people, quality images will convey a quality message and people will trust you more. Low resolution and distorted photos are a common problem and, more importantly, damaging for your online sales.
9. **Captions** - Every image has the ability to carry hidden text and Google can see this data. Help your site's search engine ranking by titling your photos with relevant information.
10. **Size Does Matter** - Can visitors to your website view all your images clearly? Displaying them too small will render them useless, but too large and they could appear "blocky" or soft. Also be mindful that using photos too large in file size will slow down the loading of the web page and therefore increase potential for shoppers to make a quick exit.

Tim Gander, commercial photographer and on-site photography trainer to businesses

Client Spotlight



We are delighted this month to introduce Nexeon. Nexeon are a battery materials and licensing company and have been a great client of

Avagio for the past three years.

The company was formed in 2005 at Imperial College in London and are now based at Milton Park near Oxford with 35 staff.

Nexeon is developing advanced battery materials based on silicon. The silicon is used in rechargeable Li-ion batteries for laptops and mobile phones and will potentially double the run-time. Silicon is ten times better than carbon materials currently used and the technology is low cost to manufacture.

The company is looking to grow by manufacturing and supplying silicon materials to major existing battery manufacturers or new entrants who wish to produce batteries for consumer applications and electric vehicles.

IT is essential to everything that Nexeon do as they are a young innovative company. Ian McDonald, their Operations Director (pictured above) states "Excellent IT support is imperative when working to tight schedules, i.e. when you need to interact quickly and efficiently with customers. Avagio not only ensures this is the case but also keeps us abreast of new developments in IT in order that we can continue to work as smartly and productively as possible".

Designing A Great Website:

15 Expert Tips — Continued

A graphic showing the text "http://www" in white on a dark teal background, enclosed in a thin orange border.

11. **Plan Your Site** - You wouldn't build a house without plans and the same applies to building a website. The terminology used in web design derives from that used in house building eg: "under construction" web holding pages). Wireframes (or skeleton diagrams) are a great way to clearly layout your website and explain your site to others. Having a clear idea of what your site will contain – its navigation and product ranges – will save time and money further down the line.
12. **Keep It Simple** - When a website has too much imagery, text, fonts, links and colours it can be painful viewing (we've all encountered those using yellow Comic Sans font on black backgrounds). By keeping the design simple and not being afraid to use "white space", visitors will be more attracted to your online store; therefore more likely to stay longer and best of all, purchase.
13. **Be Consistent** - The site's theme is important. Decide on this and make sure it follows through each part, featuring the same colours, fonts and alignments, even through the checkout process. Your company's logo should always be top left, making each page uniform.
14. **On Brand** - It's essential that the design of the site is consistent with your company's offline branding (eg: print and advertising). This includes the tone of voice and style adopted.
15. **Think Like A Customer** - When designing a website, put yourself in your audience's shoes. Try to imagine who they are and play to their needs. For example if they're young, using lots of imagery And animation, plus offers will catch their attention. If they are of An older generation, design with large, clearly readable fonts and functional imagery. When designing navigation buttons, make Sure they're easy to see and large enough to click using a finger – it's likely that your site will also be accessed via handheld, touchscreen devices such as the iPhone.

Andy Fuller, founder of branding and web design agency designbull.co.uk

If you would like some help with your online marketing please call Avagio on **01249 654871** and we will help find the right solution for you.

Trivia Challenge

Congratulations go to Denise Wilcox from Nexeon who won last months trivia challenge and was rewarded with a £10 PLAY.com voucher. Two books for holiday reading were purchased with the voucher.

Last months answer was
The word 'patriotism' comes from the Latin patria which means homeland.



Who Wants To Win A £10 WHSmith eVoucher?

Take our monthly "Trivia Challenge" and you could win too!

Which of these great construction and engineering achievements in American history was unofficially opened on 15th August 1914?

- A) The Panama Canal
- B) Alcatraz
- C) Mount Rushmore

Send your answer via email to triviachallenge@avagio.co.uk right now. The sender of the first correct e-mail received will win the prize.

The last three months winners have all been girls so come on you guys. Are you up for a challenge!

A Simple Way To Increase Employee Productivity

According to a University of Utah study (Productivity and Multi-Screen Displays, James A. Anderson Ph.D, FICA), you can increase your efficiency (or your employees' efficiency) by 25% just by adding a second monitor. With multiple monitors, you can get more done since you aren't minimizing and maximizing or moving windows around all day long. Therefore, adding monitors can be a increase profits for your company.



Let's assume annual compensation of £25000, a modest 10% productivity increase with 20 employees, the cost of 2 new monitors and card at £350; **the annual saving is £43000!** - with a payback time of 41 days.

The study documentation states that 108 university and non-university personnel participated in a comparison of single monitor and multi-monitor display configurations. Respondents edited slide shows, spreadsheets, and text documents in a simulation of office work, using each of the display arrays. Performance measures—including task time, editing time, number of edits completed, and number of errors made, as well as usability measures evaluating effectiveness, comfort, learning ease, time to productivity, quickness of recovery from mistakes, ease of task tracking, ability to maintain task focus, and ease of movement among sources—were combined into an overall evaluation of productivity. Multi-screens scored significantly higher on every measure. Respondents got on task quicker, did the work faster, and got more of the work done with fewer errors in multi-screen configurations than with a single screen.

Consider trying this in your office. Add a monitor or two to your desk and to those of your employees. See what kind of feedback you get and how much more efficient and productive they become when they have the ability to move quicker, use multiple applications at once and no longer have to constantly minimize windows.

All Avagio employees have dual monitors and we regard it as a minimum requirement.

To arrange extra monitors for your staff don't hesitate to give us a call on 01249 654871 or e mail us at support@Avagio.co.uk. We look forward to hearing from you.

Get More Free Tips, Tools, and Services At Our Web Site: www.avagio.co.uk

Heroes Walk — Liam Broughton

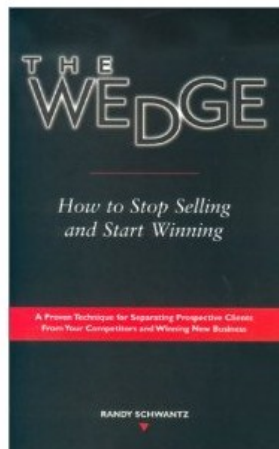
“In one months time I will be doing the hardest thing in my life - walking 26 miles over Salisbury plain. Those of you that know me know that I don't cut the slimmest figure and moving that weight over rough terrain is going to be hard!

But this is not about me, this is for Help for Heroes, the charity you probably have heard of that supports wounded service personal. I read this morning that from 1st of January 2006 to 31 July 2011 5630 people had been injured in our armed forces and even if the money I raise can help the life of 1 person then the 26 miles will make a difference.

My wife, was born with hip problems, and has to use a wheelchair for any distances longer than 100 feet. Unfortunately just walking around the house can cause her tremendous pain. I can't even begin to think what she goes through. For the people that have been injured in the line of duty, fighting for their country and protecting innocent people - can you imagine what this must be like? One day you're a healthy person, the next you have lost your leg and your job, and maybe your house. I can't.”

Please sponsor me <http://www.bmycharity.com/heroWalkLB>

From the Avagio Book Shelf



There are thousands of sales books out there, all purporting to offer new and unique tools that will help you close more sales. The reality is that most offer the same approach and don't introduce anything new for anyone that has been in a sales role for more than a couple of years.

The Wedge by Randy Schwantz does, I believe, offer a genuine new approach and his focus is heavily focused on communicating the differences between your service and the incumbent or competition.

How many times have you been asked to quote for your services only to find out later that they simply used your quote to pressure the current supplier into cutting their prices or simply decide to stay put rather than risk moving? Randy takes a succinct and step by step approach to describing how to drive a wedge between your services and the incumbents.

The Wedge works by helping prospects discover for themselves their dissatisfaction, and then determining for themselves that you have the ability to resolve this “pain” and help them achieve more success for themselves and their companies.

An excerpt from one of the chapters on Rapport:

5 Reasons Why Prospects Don't Tell The Truth

1. They don't like you.
2. They don't trust you.
3. They don't want to look stupid by admitting their mistake.
4. Has another relationship to protect.
5. Is on a power trip to compensate for low self esteem.

Randy Schwantz

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Do you have a funny story or resources to share with other Avagio newsletter subscribers?

If so, please send it to me.

We are always looking for new and useful content to add to our newsletter, including customers that want to submit articles.

Maybe you have a celebrity lookalike in your office that you would like to share with the Avagio readership! Perhaps you are training for a sponsored event!

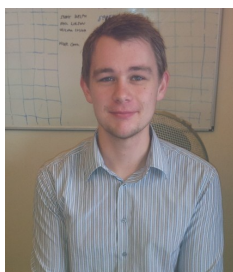
Please email : -
nikki.batt@avagio.co.uk

I look forward to hearing from you.

Nikki Batt

Meet Josh Stead

Josh Stead has been on work experience for the last four weeks at Avagio.



This has been of great help to the team with August being the most popular month for staff holiday and a very busy month for Avagio.

Josh is 21 years old and in September will be going into his fourth year at Bournemouth University where he is studying Business Information Technology.

Like Rob and Liam, Josh is a huge Formula 1 fan. In July he took part in a charity race as part of student adventures. There were three charities to choose from, Practical Action, Meningitis Trust and Action For Children. Josh and his team jointly chose the latter because they all felt very strongly about the work it does, <http://www.actionforchildren.org.uk>. They purchased their car, a Mercedes 190e (pictured below) for £250.

The journey was as follows :-

- Day 1 Saint Omer, France to Luxembourg City
- Day 2 Luxembourg to Zurich, Switzerland
- Day 3 Zurich to Brescia, Italy
- Day 4 Brescia to Spittal an der Drau, Austria
- Day 5 Spittal to Bratislava, Slovakia

Each day Josh and his fellow drivers, John and another Josh were challenged to do various things throughout the route. This ranged from milking a cow to finding the birth place of Apple Strudel!

For the entire trip they covered around 3200 miles.

Donations are still coming in and currently stand at £350.00. Should you wish to donate to this cause please visit <http://www.justgiving.com/Bratislavaorbustrally>



The Avagio team have enjoyed working with Josh and wish him well in his final year at University.