



Las Vegas, NV.

CEO's Corner

By: John Lane
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As I was working on this month's article, I wanted to focus on a cost saving technique that many people miss out on. The cost of driving to various stores can be expensive. If you're like me, then you have probably had to spend whole days on errands.

With online shopping, you can save time and money, and most of your favorite stores process online orders. Consider all the time you could save for:

- Books
- Movies, Music & Games
- Electronics & Computers
- Home, Garden & Tools
- Grocery, Health & Beauty
- Toys, Kids & Baby
- Clothing, Shoes & Jewelry
- Sports & Outdoors
- Automotive & Industrial

This is just the start. When you learn how to shop online, you can find amazing deals on just about everything. Before you make the drive, I encourage you to check out your favorite stores online!

Wisपालooza in Las Vegas!

Cal.net invests in advanced training for its team.

Wisपालooza is an annual convention held in Las Vegas, NV. It is unquestionably the largest event in the wireless industry and provides our team leaders a rare opportunity to train and talk with our industry's leaders and manufacturers. This year, Cal.net's Chief Technology Officer and Wireless Engineer attended the conference on behalf of Cal.net and its subscribers.

While at the conference, they were able to gain advanced training and information that will enable Cal.net the ability to take its network to the next level. The convention not only provides information on the latest in networking and provisioning Internet service, it also introduces the latest in wireless technology. This year, Cal.net met with many vendors to discuss the latest advancements and best pricing structure.

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Is Your Website Working?

Ways to improve your websites Google visibility.

As a web host, Cal.net often receives inquiries from its customers as to how they can make their websites easier to find on search engines like Google and Bing, a process called SEO (Search Engine Optimization). Our web design team has put their heads together in order to provide these easy to use tips for promoting your online business or organization.

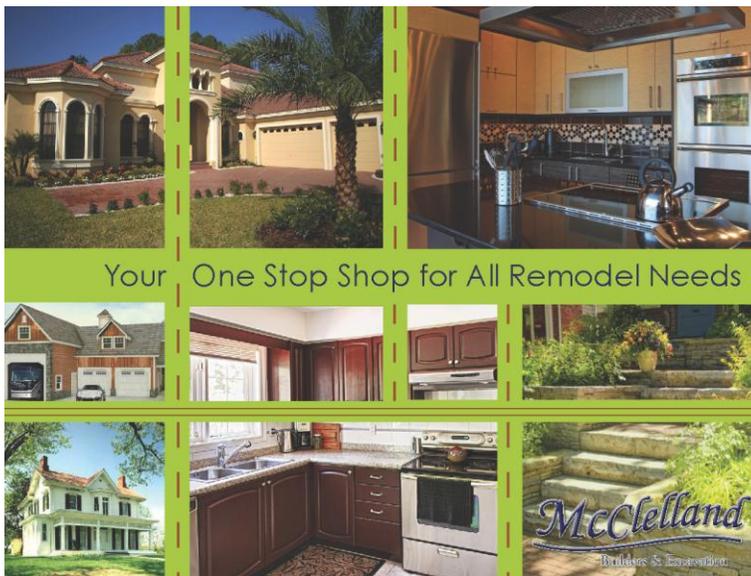
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Cal.net Graphic Design

Professional image solutions for your organization

Many people know that Cal.net offers excellent High Speed Internet and professional website design. However, many people often overlook that Cal.net also provides quality graphic design. Our customers have found this very useful as they design business images, logos, and advertisements. Our marketing experience makes us ideal partners as you look to promote a strong and professional image.

A great example of this service is McClelland Builders and Excavation. Its owner, David McClelland, has been a licensed contractor in both Nevada and California for the past 19 years. After a brief meeting, he explained his business to us. He wanted to create a post card mailing campaign that would tell the community, “We are a one stop shop. We do home



Your One Stop Shop for All Remodel Needs

McClelland Builders is a quality local contractor that specializes in home renovation.
<http://www.mcclellandbuilders.com>

<p>CA Lic # 0669190</p> <ul style="list-style-type: none"> Home Flips New Construction Garages Additions Renovation Makeovers Senior Discounts Referral Program <p>office/fax 530 350 8039 mobile 775 745 8191</p> <p>CALL TODAY for a free job estimate</p> 	<div style="border: 1px dashed gray; width: 60px; height: 60px; margin: 0 auto;"></div> <p>Recipient name 1234 Street Name City, State, Zip Code</p>
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renovations; kitchens, baths, dry rot, everything.” He also wanted to let people know, “If you just need assistance on a do it yourself project, we have programs for that too.” After our consultation, our marketing and graphic design team focused his messages and designed the post card you see on this page.

Cal.net is all about community. Whether you need a logo, presentation art, advertisement, or full scale web design, feel free to contact us and see how we can help you take your image to the next level.

“Wisपालooza” (Cont.)

As a result, our new towers, which will serve many of our existing customers, are being designed with significant upgrades in wireless technology. These upgrades will provide faster speeds and better reliability. The first of these new towers is planned for the month of November, with additional deployments in December and early spring.

If you are interested in finding out what new products or upgraded speeds are, or will be, available in your area, please feel free to contact us by email at support@cal.net.

“SEO” (Cont.)

1. Register with the search engines.

One of the critical steps for any webmaster to take is to register the domain with the search engines themselves. Until a site is registered with a search engine, it is virtually invisible on the Internet and can only be found by directly entering the address.



2. Talk about your product and service.

It is natural to want to be brief on a website. Usually, websites are portals for customers to get basic information and then call to speak with a sales rep. However, the more you talk about your product or service on your website, the easier it will be for people to find you on a search engine.

3. Cross Linking.

Another key to high visibility is links from external sites. The more links you have from other sites to your page, the more credible your site is to a search engine like Google. By maximizing your cross linking, you maximize your online presence.

As professional web designers, Cal.net spends dozens of hours each week helping customers achieve the online visibility they are looking for. If you are unfamiliar or uncomfortable with SEO, feel free to give our team a call so that we can help you maximize your effectiveness at reaching your target audience.