

# News March 2014

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We were thinking again in TCRM towers, and we came to the conclusion we do not feature enough important news in our little bloggy type things. So, Did you know that: Mick came home with a bruised face a dubious cover story about being attacked by kids. Dev and Kal's gym opens, but their grand dream is soured by the fact Norris is their first customer. Val decides to take control of the situation by publicly announcing her status. If you know what we are talking about you clearly need to get out more but there is a serious side to this which involves Search Engine Optimisation. SEO is all about getting a good position on Search Engines and it can be the make or break in some businesses. Google is using over 200 factors to set your position for a specific search terms and the current trend is to weight these factors more to the social media side. We are not convinced this is a great idea as facebook, twitter and the other networks are becoming full of inane rubbish. If you want to attract people to your site you are supposed to use information like Google trends to keep you site current and Google likes this. Where is this all going to end? We have an expression in "The Valleys" and sorry if it offends some, but "fur coat and no knickers" is to say it has no substance. If Google continues to "tweak" the algorithm to favour Social Media it will surely get to a point where the quality of a product/service is of no relevance and all you need is to write articles on Corrie (Line 2 of our did you know?). If you write interesting relevant articles on facebook that help and inform your customers base it makes sense, or tweet the latest bit of information on new techniques in your industry again no problems but just publishing information seems to be a terrible waste of time. We have just upgraded our SEO tools and we are looking closely at how these parameters are changing but it seems Social Media is definitely something you need to do to stay on top. Have a great month and as passenger says..." Well I hate pointless status updates on Facebook FYI we were never "m8"s We pretend to be friends on the internet When in real life, we have nothing to say"

