

welcome to the webcensity newsletter

Hello and welcome to our Autumn newsletter!

the best of quirk

This is our section for those things that are a little bit strange... A little bit unusual... Or simply amazing.

The most amazing keyboard ever!

At \$1,599.99, it's a little bit pricey - but if you've got the money to spare - it would be money well spent!

Every single button on this keyboard is it's own individual tiny screen - 113 of them to be exact!

These teeny-tiny little screens can be chopped and changed to do what you want. Set one to show what track is currently playing through iTunes or play movies on them! There a million different uses, and the fun would be discovering them all!

See it in action [here](#).



what's that?

This section will feature our little A to Z on all things web.

C is for Copy

Content. Arguably the most important part of your website - but also th easiest to change.

Whilst working in web design, we have found content to be the most common reason for a hold up in the design, implementation and updating of websites. We would like to go through a few simple steps that could help you in this process.

Remember, what you see today isn't necessarily what you get tomorrow. The internet is an ever-changing medium, which allows much more flexibility than things such as print and tv have ever had. What you write now is not set in stone - don't be scared of it! If prices change or you find a spelling mistake within the text - never fear, it can be changed quickly and easily.

If it seems all too daunting, there are people out there that can help. Webcessity is able to offer you content writing services, but there are professional copy writers for the web available for hire from all around the world as well. As the web is different from print and tv, the way we take it in is also different. If you want your website to have the best impact - talk to an expert.

tips tricks

Social Media

Tweets, posts and 'likes'. Just what is all this hoo-haa about social networking?

Social networking is the simple act of keeping in touch via different websites that have been put together with this as their main purpose.



[Facebook](#) is a website that allows you to search for the names of old and new friends and acquaintances and add them as a 'friend'. This 'friend' status then gives you access to their personal facebook page - a page set up as an ode to oneself. It contains photos, a listing of personal likes and dislikes, a listing of other 'friends', as well as the ability to update your own 'status' - (i.e. a text box to fill out 'What's on your mind?').

[Twitter](#) - the crazy phenomenon of 140 character spurts. This whole service is much like a facebook status update, only it's restricted to a maximum of 140 characters. What's the appeal of such short bursts? It's instantaneous nature. In a world that's getting smaller by the day, up-to-the-second information from all corners of the globe is becoming more and more sought after. Many news providers are using their twitter accounts to break, and find, news stories. The recent political unrest

in Iran was well documented through locals twitter accounts at a time when local news sources were silenced. From twitter came stories of brutality, images of unrest and fantastic stories of hope and triumph. Until the Iranian Government eventually censored the website it was an amazing source to hear individuals very own stories, through no filtration at all. So, not only is this a fantastic way to keep in touch with friends, but a strong source for finding out the happenings of the world all-over.

In general, social networks are a great way to keep in touch with family and friends and share the latest going-on's in your life - but users beware! There is a dark side to this seemingly harmless medium as well. Befriend your boss at your own peril - the instances of getting fired over [being busted for chucking a sickie](#), [sex romp allegations](#) and [satirical accounts mocking your employer](#) are becoming more and more commonplace. Although [the legality of this is still being questioned](#) - if in doubt, leave it out.

As technology overtakes us all, sit down and consider your online footprint, and whether or not it's a path you'd want others to follow. In a technological world where everything is free - the price you pay could be very costly.

[Just for fun - check out these statistics on twitter use to get a feel for just how big this phenomenon really is.](#)

With an audience this big, the opportunities to connect with potential customers and clients are huge. From last minute twitter promotions, to advertising a future event to hundreds, possibly thousands, of people within a couple of clicks!

If you would like to make the most of this technology - give Emily a call today on 1800 212 323 to discuss your options.

new products

We're about to launch a fantastic new product to the market. **Websites for \$10 a week!**

What's the catch? Nothing. You send us your logo, and we'll do a custom-designed website for you.



How do we do it? By doing all the work for you. You send us your logo, and we do the rest. This allows us to flourish in our natural environment - and allows you to have a cheap and fantastic looking website for less!

Who's it aimed at? This deal is perfect for small or start-up businesses. We offer a maximum of 6 pages with this deal, which is the perfect size to introduce yourselves to the web world.

contact us

If you'd like to know anything else about our new \$10 a week website offer, or any information on any other of our custom made website solutions, please call Emily on 1800 212 323 or email emily@webcessity.com.au.