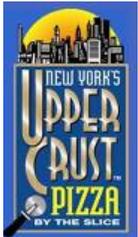


WELCOME EXPRESS REPORT

September 2010

Sponsor Spotlight



Owned and operated by a third generation New York Italian family since 1991, NY's U P P E R

CRUST PIZZA specializes in traditional thin crust, Sicilian or stuffed pizza, by the slice.

Using only the finest ingredients, all dough

and sauces are made on site daily from family recipes. Fresh vegetables, 100% Wisconsin mozzarella cheese and hand stretched dough help give this pie its unique taste & quality.

Other specialty items include calzone, gourmet pizza, garlic knots, rolls and pinwheels in addition to hot pastas, subs, salads and des-

serts. Beer and wine are also available in most locations.

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Marina Hills
Irvine
Foothill Ranch

We're From Brooklyn
We Know Pizza.

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- Homebuying was down 9% for August vs. the year-ago sales for the same period (2,538 vs. 2790).

- Sales of new homes (138) was up 5% for the same period.

- The median home price for August was up 3% over the same 1-year ago period

- There is a strong argument for an eventual recovery in the housing market: The government wants you to own a home. There are strong subsidies available to homeowners, including interest deductions, capital gains exclusions under certain conditions + other incentives.

- More people are moving into or out of CA than any other state, based on data from 700 moving companies around the U.S. In CA, outbound moves increased by 10.3%, while incoming moves increased 9.4% over the same period. In descending order, most popular destinations include: Houston, Chicago, Las Vegas, Atlanta, New York, San Diego, Austin, Los Angeles, Dallas, Denver, Phoenix, & Charlotte.

How to Help Your Business in Google Search Listings

It's safe to say that most businesses today have a website that provides their prospective customers general reference information, product info, or shopping & leisure information. It's also likely that based on having a website for your business, you've come across the phrase, "Search Engine Optimization." SEO is the process of improving website or webpage visibility via the accumulation of ethical, algorithmic based strategies that help influence the outcome of search queries.

Having a website is great, but what good is a website that can't be found? Not every site out there on the web is a blog or has content that is frequently updated. Many business websites are relatively static and only change when adding new product(s) or when a new service is being offered.

The problem with this kind of website is that it affects search results. Google starts to realize you have not been updating your web pages or content, leading to the assumption you may not care for your site or deem it not as important as other websites being updated regularly for similar keywords. Blog sites tend to get updated regularly, leaving your static business website to drown in search from opinion - lead blog sites.

So how do you get your website updates indexed in Google quickly? Google Reader is a great way to get your website crawled by Google more frequently by simply including a feed url from your static website into the subscription box. This subscription requires Google to return to your site in search of updates. How often should you expect Google to come back to your site? If using Google Reader, your site will generally be visited every 24 hours by Google, in some cases even more often.

It's important to know that Google Reader should not be a single determining factor in your SEO strategy, but more of a means to assist your SEO and draw in some potential movement to help achieve a better ranking in the Google search.

Adapted from: Adam Zepeda - adam@theh5agency.com

Sponsors Love Us

"Your company is a cost efficient, clever, personable and personal way to get our company's name out to the newcomer market, and I recommend it highly."

- Postal Store