

TABLE OF CONTENTS

- [First time reader?](#)
- [Sitebuilder Tools - Do you know how to edit your website?](#)
- [Trends in Technology - Responsive vs. Mobile Design](#)

IN OTHER NEWS

Recently Launched Websites

We love to brag about your new great-looking websites! Check out some of our favourites from the past few months:



[Alberta Heater Sales & Service](#)
[Alberta Mobile Power Service](#)
[Cast Perfect Products Inc.](#)
[Wilhawk Beef Jerky](#)
[Fort McMurray Victim Services](#)
[Leduc West Antique Society](#)

Products Under Development

Rig Management System - Fully intergrated with your website. This system will accept online employee applications, integrate with an employee tracking system, training, rig assignments and rig profiles. Accessible remotely with a fluid, easy to use design, INM's Rig Management System can become a standard in the industry.

We want your feedback!

Tell us what you think and [TAKE THE SURVEY.](#)

In our next issue ...

Have you heard about Bizoogole?

Bizoogole is a free business directory and search engine currently under development right here in Leduc! Learn more in the next edition of The INM Insider, coming in January 2013.

First time reader?

Let us introduce you to The INM Insider, a quarterly update from Industrial NetMedia! What's happening at INM? Let us tell you about some exciting projects we are working on, introduce you to some great new websites we've designed and share what we've learned about the latest industry trends.



Do you know how to edit your website?

INM's custom SiteBuilder Tools is one of the most user-friendly website editing tools in existence. We ought to know 'cause that's how we designed it! Keeping your website fresh and up to date is vital, but often neglected because website administrators are sometimes intimidated or afraid to mess up the code on their website. Some websites editors are simply too complicated for the average website administrator to master.

[Tell me more.](#)



Trends in Technology - Responsive vs. Mobile Design

How does your website look on a tablet or cell phone? Responsive vs. Mobile Design is the latest topic of discussion among bloggers. It references the growing number of people who access the Internet exclusively through their mobile devices, which of course, have smaller screens than laptops or desktop computers. Websites built for laptops and desktops, with lots of text and pictures and complicated coding, don't function nearly as well on smaller devices. [Tell me more](#)

ALSO OF INTEREST

Call us about our **Website Update Package!**

Save 60% off our rates! You will have our entire team at your disposal with this one year subscription.

Do you know how to get help?

We recently installed a comprehensive SiteBuilder Tools Help menu on all of our websites. Here you'll find step by step instructions for completing almost any editing task on your website. Of course, you can still call INM for extra assistance if you get stuck. We're always glad to help. In fact, if you have new people in your office who aren't familiar with SiteBuilder Tools, call INM today to book a training session – 780-739-5850.

Insider Tip of the Month

If you find it daunting to keep up with all of your business's social media sites, save some time by setting up Cross Posting. This means you can have your Facebook updates posted to Twitter and your tweets automatically posted to your Facebook page. Two posts for the price of one? Sounds like a great deal!

In Facebook, go to the admin panel, choose Edit Page then Update Info and Resources. Under the heading Connect with People find Link Your Page to Twitter.

In Twitter, find the head icon in the upper right corner, click the arrow and choose Settings, then Profile. Find Facebook and follow the directions.

Of course, if you are an avid updater and understand how to use Twitter, you should keep them separate and make unique posts to each. This will make higher quality Tweets.

To discuss a project, please contact:

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