



NEWSLETTER OCTOBER 2007

ISSUE 2

We now have members in more than 100 countries worldwide!

Dear Member

Welcome to the second newsletter for our founding members. Leisurebrokers was born out of the frustrations of not having easy access to leisure activities around the world. Another milestone was achieved this week when Travellers Palm in Montserrat joined, bringing the number of countries featured on the site to 100. Thank you for your support.

We welcome your comments and feedback about this newsletter or indeed about the site. [Click here](#).

This month we bring you the latest developments on the site, an article on why it is important to set up links to your own website plus a special advertising offer for founding members.

The Leisurebrokers Team

What's New?

As a result of your feedback, our search facility has been extended to enable visitors to search by country and not just by activity. This will make it easier to identify leisure in specific regions.

Remember to use *Leisure Connections* on the site to link to other leisure activities in your area and make the most of this search improvement.



We have added new activities to our range including *Creative & Painting Holidays* and *Birds and Butterflies*. Send on this newsletter if you know anyone who is involved in these leisure pursuits.

Members Of The Month

Cardigan Bay Yacht Charter, Wales

Damian Sidnell may be famous for skippering the sailing yacht Celine around the beautiful coastline of Cardigan Bay in Wales but he also has another claim to fame. He has a commercial hovercraft captain's licence. This led to a starring role piloting one of the hovercrafts in the chase sequence of the James Bond Movie Die Another Day. When he's not in the film business, Mr Sidnell offers a range of charters along the Welsh coast, to the Isle of Man or across to Ireland. Very popular too are his dolphin watching trips. Check out the profile of Cardigan Bay Yacht Charter on Leisurebrokers and link through to the website.



Summitclimb.com

Leisurebrokers member Dan Mazur and his colleagues at Summit Climb run affordable Himalayan climbing expeditions.

Dan was involved in a rescue of an Australian climber at 8600 metres / 28,000 feet just below the summit of Everest and now there is a new book about the rescue, called "Dead Lucky". The one hour television program from the rescue was nominated for an Emmy Award in July this year. It aired on NBC national television network.

If you have a story to tell and would like to showcase your activity in future newsletters, simply **contact us**. We will randomly select from those interested.

SPECIAL ADVERTISING OFFERS

You can have 3 months advertising for as little as 10 GBP. Why not raise your profile by taking out ad space on the activity title page for your section of Leisurebrokers? Designing your own ad can be expensive, but if you use our experienced in-house design team we will create it free.

This exclusive offer is available until 31 December 2007. You could also sponsor the next three Leisurebrokers newsletters for 100 GBP. Go to the *advertising section* of the site or email us for further details.

WHY LINKS TO YOUR WEBSITE MATTER

Have you ever wondered how to improve the ranking of your website on search engines such as Google and Yahoo? The fact is that, unless you are an expert in the web, it is difficult to know where to start. However, there are a few simple things you can do to help which are explained below.

It is generally accepted that gaining a top 5 ranking on Google and Yahoo will help you deliver volume traffic to your website and ultimately generate more business. These two search engines alone generate nearly 80% of all searches.

Each month the search spider Googlebot takes a look at most sites on the web. So what are the basics that you need to be aware of?

Google places a significant emphasis on those websites which have lots of incoming links especially from quality sites that have many pages such as Leisurebrokers. The more incoming links you have, the more important your site will be ranked in the search engines. Have you ever wondered why sites request reciprocal links? This is not only about gaining traffic, it also has the benefit from improving a site's ranking on search engines.

It is a myth that attractive web designs will boost your rankings. This is not the case. The Googlebot cannot see whether a site is pretty or not. You are much better off having multiple pages. One thing the search engines do like is plenty of pages with lots of text.

Your home page is also important provided you have relevant text. There is a theory that your first 25 words is critical, especially if you mention key words more than once.

There is so much more to this topic that there are now several companies that specialise in improving the ranking of client websites and charge substantial fees to do it. But by using links you can improve your ranking, thereby encouraging extra business with no financial outlay.

At Leisurebrokers, you will notice that your member profile has a link back to your site. This is our small contribution to increasing the number of links to your site. If you know of others that need more links, get them to register a profile with us.

LEISURE EXHIBITIONS

Ski Expo	St Petersburg, Russia	October 2007
Arts Atlantic	La Rochelle, France	November 2007
Sports & Fitness Expo	Singapore	November 2007
International Golf Travel Market	Cancun, Mexico	December 2007
Olympia International Horse Show	London	December 2007



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the features you like, the features you don't like. What would you like to see? Please email your comments to David at media@leisurebrokers.com.