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**Free Consultation To Help You Get Started!**

Custom Application Development  
Specialized Server Support  
Content Management Systems  
Enterprise Solutions Hosting Consultation

## You've Got Mail. Lots of Mail!

"Back in the day" email was considered fun, innovative, simple to use. Guess what? Email now exceeds phone conversations and the familiar "You've Got Mail," can be a productivity drain that takes up to half of each business working day.



So why there's no denying the value of email, it's certainly worthwhile to step back and take a look at some dos and don'ts of business related email etiquette.

### Briefly:

#### One Topic Per Email:

A long-winded email is difficult to respond to and is time consuming. If you have more topics to cover consider a separate email or simply include bulleted topic points you'd like to discuss by another method such as phone, online meeting, etc.

#### Never Include Snarky Comments!

Business emails are NOT the place for gossip and innuendo for pretty obvious reasons. Surely you remember how easy it is to forward emails to, oh, a hundred people or so (including your boss). Enough said.

#### External Emails Reflect Your Company.

When communicating with clients, customers or prospects, employ standard business letter protocol. This should be a big "duh," but you'd be surprised at how often this is bungled. Depending on your familiarity with the recipient, generally, include:

- Brief subject line – **Re** \_\_\_\_\_.
- Appropriate salutation - **Dear** \_\_\_\_\_:
- Pertinent body text
- Appropriate closing – such as **Sincerely,**
- ESignature: This would be your basic business card information: Name, Position, Contact Info, Company info in the form of a logotype.

### Spell Check!

Most contemporary email programs have a spell checker. Use it!

### Double Check Your Tone.

Verbal conversations communicate nuances that are largely lost in written form. Be especially sure your business email can't be taken the wrong way. In general, be sure your email is friendly, professional and succinct without appearing to be terse or abrupt.

### Use CC and BCC Sparingly:

Copy only those persons with a definitive interest or role in your email. To do otherwise simply clutters a lot of inboxes. Use BCC when it IS necessary to copy to numerous people and avoid a "laundry list" appearance, or if the subject is particularly sensitive.

### Never Use Email To Avoid Direct Communication:

In other words, don't use it as an excuse to cover up a mistake or an uncomfortable situation. Communicate directly in those situations, or use it only to set up a personal meeting.

[Visit Us For More Email Tips & Technical Help.](#) For instance you now have Google Maps integration in SiteVision IceWarp Email.

### Email Filters: strategies you can employ.

Email filters let you instruct your email program to relocate or delete incoming email such as spam based on the characteristics of the emails such as keywords, subject matter, sender, etc. All major email programs have such a utility that can prescreen incoming mail and sort it into the directories you designate.

### Maintenance Announcement:

SiteVision will be performing regular scheduled maintenance **March 15th 10am-12pm**. Please notify us if you experience any decreased performance or other issues after the maintenance has been completed.

### Free Consult!



We understand that defining your web project can be easier said than done. From complex custom applications to a content management system - whatever - we're happy to discuss and review your particular need without obligation. You can also be in touch with a Request For Proposal (RFP). [Call or email us.](#)

## SiteVision Welcomes Michael Haggerty This Month

Michael, a VPI graduate in 2005 brings rich experience in GIS (Global Information Systems) application development, start-to-finish application architecture, as well as fluency in all major application, language and framework protocols. In his new position, Michael will work with project leaders, designers, database administrators to develop custom web applications and websites. Duties will include demonstration and prototype development, code authoring, User training, database development and administration, and client support.



## Application Spotlight At Your Service!

SiteVision specializes in Internet applications, and website development, consulting and hosting. We regularly provide solutions for a broad spectrum of markets and industries, as well as for state, federal and international entities.

Examples of our services include:

- Content Management Systems
- Enterprise Systems
- Website Design & Development
- Ecommerce Systems
- Custom Database Apps
- Mapping Applications
- Specialized Applications for specific market segments such as healthcare, realty, education, and numerous others at local, state, regional and national levels.
- Shared, Dedicated and Custom Hosting Solutions
- Media intensive Content Distribution Network (CDN) support
- GIS Application Hosting

Please visit our [website](#) or [contact us](#), anytime, for friendly, professional help and advice. As noted, we provide a free initial consult to discuss and review your needs.



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