



# OPEN FOR LUNCH!

January 12, 2009 • Hours: 11:30-2pm

115 South College Ave., Fort Collins, CO | 970-484-9200 | [www.sonnylubicksteakhouse.com](http://www.sonnylubicksteakhouse.com)

## W MANTOOTH'S WEBMASTER

By Vallene Mros, Mantooth Webmaster

### Link Bait

Link bait attracts people to your site and has the ultimate goal of gaining links from those viewers. For starters, you should focus on a specific industry or topic. Produce good and interesting content that people want to know about. News items are always a good choice when you are trying to create link bait. Look at other Web sites and take notice of

their link bait. Learn from their mistakes and benefit from what they are doing right. Think of things that would enhance your information such as pictures, videos, contests, or polls and use them. Try to be the one that breaks the story especially for news items. After a story has been published by several different sources, the chances of your story being noticed will diminish. Remember to always update your stories and bring out new information since viewers enjoy continuing stories. Even though, you've hit the publish button, doesn't mean you're done. Use social media sites like del.icio.us, Technorati, and Social Poster to promote your story. Not only will this help to get your story out there quickly, but it will also get it indexed with the search engines.

# Marketing to singles...

By Connie Hanrahan

Some research I've been doing lately for a client has lead me to very interesting facts that has me thinking "WOW!" And until three years ago I was a member of this demographic so you'd think I should've already known these facts.

Did you know that Single women comprise between 43 percent and 51 percent of the adult women in the country? Yeah, me neither – although if I think about it – I can name off 40 single friends between the ages of 35 and 65 right away. We do not want to miss out on this opportunity!

The research shows that these women and men are not waiting to become a couple – they are happy and likely to permanently stay single. For example, 22 percent of the houses bought last year were by single women. So the thought is, "Why not market to the "permanently single" people of both sexes? (And



- *no* - those desperately happy "find a mate" Web sites and cruises don't count.) Offer straight discount dining deals that don't include a **buy-one get-one** offer. Offer memberships to singles rather than couples and give them a deal also! Try to offer "after hours" services for everything from auto repair to plumbing (the research also shows that those who are perhaps single later in life are committed to their jobs more than anything else in life). Make that freezer pack of cinnamon rolls or barbeque resealable. And so on. I'm sure you can come up with a few of your own ideas now that we've tweaked your thinking.