



Greetings MABA Members,

The MABA Marketing Committee is pleased to announce the following:

- **The Board of Directors has approved funds that will soon allow members to list their animals for sale, studs for hire, farm stores or other industry related services for NO CHARGE directly to the web site.**

There will be some restrictions but overall the website will now be a much-improved marketing tool for Maryland farms.

Here are the particulars:

Each member farm will be allowed six FREE listings of alpacas, via an honor system, in any combination. These listings will be something each member will have complete control over. This is an exclusive offer for MABA members only. If you know of non-MABA member farms wishing to list their animals, please encourage them to become members.

Through the employment of a user name and password system, you will be able to upload, edit and manage your listings. The specific pages you will be able to access are the Member Directory, Alpacas for Sale, Studs for Hire and the Resource Directory. We expect this automated update to the web site to go live in early July.

- **The Calendar of Events will be expanded to include regional information as well as still allowing members to submit their own events for posting.**

The Marketing Committee will be reaching out to the entire regional alpaca community and listing regional alpaca events and shows. MABA members will be able to list their events FREE and with the more active calendar page full of links; our calendar will attract much more traffic.

Member events, http://www.marylandalpacas.org/pages/event_submission.html, will still need to be submitted in the online format, so we urge members to plan ahead as submissions are normally posted within seven to ten days. The Board of Directors hopes that the Calendar page can be automated in the future, when funds become available, so that members can manage their own listings. As MABA grows and more resources become available there are plans to offer broadcast email reminders for your events as well, so please stay tuned.

- **Code optimization for search engines has already been incorporated into the MABA web site with great results.**

Code optimization for search engines is something that was incorporated into the programming of the MABA site from the very beginning. The rules and regulations for how search engines rank any website change constantly, because the search engine companies are always trying to thwart the

would-be abusers. The MABA site incorporates solid optimization tactics, and, as a result, ranks VERY high for the target audience we identified a few years back. Our high rankings have been achieved without ever having paid a single "sponsor link" or advertising fee.

For example, here are some search phrases, and the rankings that www.marylandalpacas.org gets for each on Google:

maryland alpaca = 1st out of 123,000 listings
maryland alpacas = 1st out of 201,000 listings
maryland suri = 1st and 2nd out of 184,000 listings
maryland suris = 16th out of 980 listings
maryland huacaya = 1st out of 720 listings
maryland huacayas = 12th out of 469 listings
alpacas in maryland = 3rd out of 98,200 listings
maryland alpaca farm = 3rd out of 61,400 listings
maryland alpaca farms = 2nd out of 37,400 listings

Search engines rank sites based on popularity, how many viewers they get, how many other sites link to them etc. The more trafficked the MABA site becomes, the higher it will rank. Part of why it is already ranking high is by virtue of all of the member farms whose web addresses are listed in the member directory. If you plan to update your web site and currently do not have a link to the MABA site www.marylandalpacas.org, please remember to add this in your update.

Please e-mail me if you still have concerns or questions about this.

- **We still need volunteers – so if you signed up to work on a committee you will be contacted in the next few weeks.**

The Marketing Committee is looking for volunteers, if you signed up to be on a committee we will contact you directly in the next few weeks. If you are interested in helping with the marketing efforts of MABA, please call or e-mail me.

On a final note, the Marketing Committee is making recommendations to the Board of Directors for various printed items that will be available for farm events and Fairs. Currently, members can download a printable version of the ad, http://www.marylandalpacas.org/pages/maba_graphics.html that appeared in the recent Sheep and Wool 2006 program. This MABA ad is in both full color and black and white and it is currently available at the size it ran in the S&W program. It is suitable for oversized postcards. You may add your own logo and other information on the back if you wish to personalize it but please do not alter the original artwork.

Please remember that MABA is your organization and we appreciate your feedback on these new developments.

Kind Regards,

Chris Armstrong
Marketing Committee
info@calicomoonalpacas.com

