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Client Spotlight:

Barker Microfarads is one of the world's leading manufacturer of AC Motor Start and AC Motor Run (film) capacitors. We also manufacture a wide range of DC aluminum electrolytic capacitors for consumer, industrial, and military applications. DC capacitor types include axial and radial-leaded, miniatures, and tubular capacitors for use in ballasts, strobe, timing, filtering and various other applications. BMI proudly manufactures it's capacitors in their plant in Hillsville, Virginia.

PRONETS recently redevelpoed bmicaps.com, updating the design and making the website responsive for all devices. April Iroler said of the new content management system, "After sitting through my training session I was amazed at how easy the back end is to use!! The layout is simple, clean, and pretty much self-explanatory."

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Is Your Website Working Hard Enough?

Maintaining a modern, user-friendly, and functional website today presents many challenges for the average user. There are countless variables to consider. Is it available on multiple platforms? Is it modern and visually appealing? Is it simple to navigate? Can the end user buy your product or contact you with questions with ease?

A huge component of the modern web experience is **mobility**. Does your site render properly (and attractively) on iPhone, Android, and Windows Phone devices? Does the end user have to scroll to see all your content? Does your navigation function correctly? Is the text too small, are the links too close to comfortalbly tap since you're working in a touch screen environment? Google Developers has a great mobile friendly test page where you can test your site.
https://www.google.com/webmasters/tools/mobile-friendly/

Responsiveness is another consideration – does your website render across a variety of monitor sizes and resolutions?   Quirktools offers Screenify, a nifty tool to test how your site looks across a variety of platforms (desktop, laptop, mobile, television) and resolutions.
http://quirktools.com/screenfly/. This is a great way to see how the rest of the world views your website from the comfort of your desk.

Ease of use follows form as another important factor. If it's pretty but hard to get around, or doesn't have a sensible flow or navigation, you're likely to lose clients. How many times have you gotten stuck in a website due to poor form design, hidden links, refrehes that deleted the data you just spent 15 minutes entering? This is why testing and re-testing and getting good user feedback is very important. What seems inherent to you as a vendor, manufacturer, sales person or customer service representative, may not be apparent ot the average user.

Shopping carts and order fulfillment are huge.   The US Census estimates that US retail E-commerce sales for first quarter, 2015 were around $80 billion. (https://www.census.gov/retail/mrts/www/data/pdf/ec_current.pdf) With that much money flowing through website shopping carts, security, ease of transactional use and merchant fulfillment are all very important things to keep in mind when either initially designing or revamping your commerce site. Can your users easily and safely order online through their computer's web browser as well as on their phone without fear of fraud or identity theft? Can you get paid easily from your merchant banking solution? Does the shopping cart offer amenities like saving the cart for later, account set up, or wishlisting?

All of these design hurdles are easily overcome when you work with PRONETS very talented and capable web designers. Check out our brand new website at www.pronetsweb.com for an example of responsive design.

Real courage is when you know you're licked before you begin, but you begin anyway and see it through no matter what. – Harper Leew

How do I control who can see my Facebook Page posts?
Source: https://www.facebook.com/help/352402648173466/

To limit or target your posts, first make sure you've allowed targeting and privacy options for your Page posts:
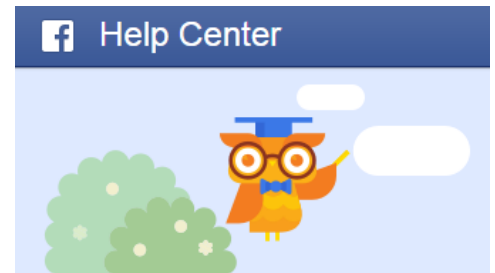
1. Click **Settings** at the top of your Page
2. Click **News Feed Audience and Visibility for Posts**
3. Click to check the box next to **Allow News Feed audience selection and post visibility options for this Page**
4. Click **Save Changes**

Limit Your Post's Audience

When you limit your post's audience, you can choose who can see your post based on their location or language. For example, if you limit the language of your post's audience to Spanish, only people who have Spanish set as their language on Facebook or list Spanish as one of their languages on their profile will be eligible to see your post on your Page, in News Feed and in search.

To limit your post's audience:

1. Click 🌐▼ before publishing your post
2. Select **Location / Language**
3. Type the locations or languages of the people you want to see your post and click **Save Post Settings**

Keep in mind that even if people share your Page's post with their friends, only friends in the audience you choose for the post will be able to see it.

Target Your Post

You can add targeting to your Page post so that certain audiences are more likely to see it in News Feed. Unlike limiting your post's audience, adding News Feed targeting doesn't affect who can see the post on your Page.

To add targeting:

1. Click ⊕ before publishing your post
2. Click **Narrow Audience** and select one or more options
3. Click the options on the right to adjust the targeting

As you add targeting, the number of people your post is targeted to will update next to **Potential Audience**. The minimum number of people you can target your post to is 20.