

Doing More with Less

by Chris, September 2009



This morning I published our September newsletter, *Doing More With Less*. It's been a while since I wrote something like this, which is much more practical and less conceptual than many of the newsletters have been over the past few months. The first half of the list of "ways to get more" contains things you can do simply and at no cost, while the second half contains slightly more complex and costly changes. My favorite one is the last one on *Advanced Search Tools*.

I think this one is timely- even though the recession is "officially" over, many of our clients are just as concerned with upgrade costs as ever, if not more conservative with their actual spending. I hope that seeing that there are still things you can do for free will encourage people to continue to build in to their site.

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