

The Communicator

T H E C A L I F O R N I A M O V I N G & S T O R A G E A S S O C I A T I O N

State Budget Plan Depends on Strong Economic Growth

Governor Jerry Brown signed a budget compromise this week that relies on strong economic growth to remain balanced, but only after additional painful spending cuts to basic state and local services.

The budget deal, consummated before the start of the 2011-12 fiscal year, recognized that the Republicans were not going to vote to extend the temporary tax increases adopted in 2009. New or extended taxes would require two-thirds approval by the Legislature, meaning at least two Republicans in each house would have to agree.

As a result, the state sales tax rate will drop down by one percentage point and rates will be reduced on vehicles newly registered or renewed starting this month. The income tax surcharge in effect in 2009 and 2010 expired on December 31, 2010.

Majority Vote Budget

The \$86 billion General Fund budget was the first spending plan adopted under the new procedures approved last November by the voters in Proposition 25. That measure reduced the vote threshold for the budget from a two-thirds margin to a simple majority of the Legislature. The budget was approved with no Republican votes.

Even under a streamlined approval, all parties gave up some cherished demands. Legislative Democrats had insisted on new or extended taxes to support a higher level of spending. Governor Brown had insisted on a statewide vote of the people on a five-year extension of the 2009 temporary tax increases and using part

of the extension to begin reducing the state's outstanding budget debt. Legislative Republicans had insisted on pension and regulatory reforms, and a tougher spending cap as a condition of higher taxes or a popular vote on taxes. None of these demands came to pass.

Key Budget Elements

The ultimate compromise included a mix of tough spending cuts, hopes for a more robust economic recovery and, failing that, additional spending reductions and a guaranteed continuation of budget deficits. Key elements of the budget include:

- **No new, increased or extended taxes.** As of July 1, the state sales tax and vehicle license fee will revert to January 2009 levels. Personal income tax rates have already dropped by one-quarter of a percentage point as of last January. On an annual basis, this means taxes are about \$9 billion less than in 2010.
- **Several new fees and tax collection schemes.** Vehicle registration fees were increased by \$12 to support the Department of Motor Vehicles and a new fire suppression fee for rural homeowners was adopted. Also, e-commerce vendors with affiliates in California, such as Amazon, will be required to collect sales taxes on in-state purchases. Amazon has indicated it may terminate its relationships with California affiliates.

(State Budget Plan continued on page 5)

Chairman's Corner

By: Dennis Doody

Believe it or not, we are almost half way through the summer season. You know what that means...time for the Mid-Summer Checkup.

So far, this summer has lived up to the hype. There has been a common theme from the fellow CMSA members I have spoken to thus far...it has been a VERY busy summer. At Blue Chip Moving, we have been busy in all lines of business. We have had a nice mix of business from local, intra- and inter-state moves mixed in with some international and office moves. We have also done some special projects for clients that have been a nice surprise.

Have you accomplished all that you set out to do this summer? Have you addressed the areas you needed to improve? Have you implemented the programs you identified before the summer season? What else can you do to get the most out of the summer? Are you capturing every opportunity?



If you are a dispatcher, customer service representative, bookkeeper, General Manager or the President, it is time to look in the mirror and ask yourself: "Have I done all that I can to seize the summer?"

These and many more questions I continually ask myself and my staff. I would be lying if I said "yes" to all the questions. As the summer began, we all got busier and the time to implement the training seemed impossible. I had to make myself take the time to implement the programs and initiatives as planned. I am happy to report that we implemented the staff meetings, we added staff, we trained our current and new staff and we implemented quality objectives.

I believe by taking the time to stop making excuses on why we could not do it and just get it done has saved us management time overall. Sticking to the plan has allowed us to better serve our customers. With less customer service challenges, the less time our staff has had to dedicate to handling problems from existing customers. This has allowed us to increase our efforts on the things that will make Blue Chip successful.

(Chairman's Corner continued on page 4)



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President's Comments

By: Steve Weitekamp



While the peak season is in full swing, CMSA is in the development stages of Tariff Simplification Phase II. We are preparing a new application to the California Public Utilities Commission (CPUC) to address areas of the MAX4 Tariff that we believe would benefit from being updated, expanded or being recommended for removal. Areas that are being examined currently include; possible electronic transmittal of MAX4 documents, addition of a high-deductible option for declared valuation, authorization of the use of a ZIP to ZIP mileage calculation and an update of individual tariff items which would benefit from modification. I would encourage you, as you work with the MAX4 this summer season, to be watchful for tariff items that don't make sense or seem less than reasonable. An example of an area of the tariff that needs updating is Item 88 (Relationships with the Public); areas in this item address print communication but fail to address electronic advertising. When you come across a tariff item that brings up questions or concerns please give CMSA a call and let us know.

We are hopeful that our efforts, which could take significant time and energy, will result in an outcome in line with our last two applications: the first of which resulted in the single largest tariff rate increase for packing materials and our most recent which resulted in the most significant and positive changes to the tariff in 40 years, including the elimination of Region 1 and Territory C.

In searching for relevant technology information to share in this publication, I came across a helpful and straight-forward document on how and when to respond to comments about an organization/company/individual posted on an Internet blog. The Air Force Blog Assessment flow chart on page 15 was developed by the Public Affairs Agency of the United States Air Force. With the question of how to deal with online reputation management becoming an ever greater issue, this document could be a valuable reference tool.

(President's Comments cont. on page 4)

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(Chairman's Corner continued from page 2)

Congratulations for those of you that can answer "yes" to some of the questions above. To those of you that can't, it is not too late to make the changes, additions and adjustments to get the most out of the summer season. Either way, the summer is still in high gear and all of us need to stick to the plan and continue getting better and more efficient.

(President's Comments cont. from page 3)

Included on page 11 of this issue is an update on the Southern California Special Olympics and their athletes who are currently competing in the World Games in Greece. CMSA members, through their generous support in the form of both cash donations (the result of chapter fundraisers) and by individual members providing much needed storage space for Special Olympic event materials, help this important organization enrich the lives of so many. I trust you noticed the endorsement at the bottom of the page and were as excited as I was to see CMSA listed, with equal billing, along with a charitable foundation as significant as the Annenberg Foundation.

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(*State Budget Plan continued from page 1*)

- **Major cuts to higher education.**
- **Further cuts to courts and public safety.**
- **Public schools have been spared the worst of the budget ax this year.**
- **Redevelopment agencies eliminated.**

In one of the more controversial outcomes of this year's negotiations, the Legislature agreed to eliminate and replace redevelopment agencies. These local economic development bodies have been under fire for reasons ranging from abusing property rights to wasteful and ineffective practices. Savings to the state are estimated at \$1.7 billion, but this assumes the proposal survives a vigorous legal battle by the League of California Cities.

Third Try Signed

The budget signed this week was the third budget the Legislature approved this year. The first was passed in March, but not transmitted to the Governor, pending further negotiations on

tax and reform issues. The second was passed just before the June 15 legislative deadline, in order to meet the requirements of Proposition 25 that the budget be passed by then or else legislative pay and expenses cease. The Governor unexpectedly vetoed that budget, which was laden with gimmicks and debt, but the State Controller stopped paying legislators anyway, saying the budget must not only be timely, but balanced. Observers have commented that the Controller's tactic may have increased the incentive for the Legislature to reach a budget compromise.

The budget is predicated upon the belief that \$4 billion in new revenues is possible based on recent increases in state revenues, so that essential programs should not be cut until the state knows for sure that its income hasn't met projections.

On the other hand, some economists have expressed skepticism over what they consider to be rosy revenue estimates in the adopted budget.

Source: California Chamber of Commerce, *Alert*



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- Have access to a tire inflation reference
- Keep records for a minimum of three years, and make those available to CARB, or its authorized representative upon request.



CARB Tire Pressure Rule

Prepared for CMSA Members

July 2011

CARB Tire Pressure Rule Affects Vehicles 10,000 lbs and Under

In response to the state's climate change law, in late 2010 CARB completed a rulemaking requiring "automotive service providers" to perform tire pressure checks, inflate tires to proper pressures and maintain records of these actions. This means that CMSA members who maintain their own vehicles with a GVWR of 10,000 lbs or less must take the actions described herein.

The Rule requires that the company-owned repair facility shall ensure that the past three years of records exist for each tire checked on a 10,000 lb GVWR or less vehicle. Records must be available within 72 hours of a CARB request. September 1, 2010 was the starting point for this Rule. Similar to the recommended handling of the DPF cleaning records (see below), a paper copy of the pressure check should be kept. There is no required format, however the date, vehicle number, checked pressure per tire and the final inflated tire pressure must be recorded.

CARB to Add DPF Cleaning Records Auditing in the Future

During a routine update with CARB enforcement personnel, CleanFleets was informed that CARB inspectors will make cleaning records auditing a priority going forward. As many CMSA members evaluate diesel particulate filters (DPFs), the cost of maintenance as well as the increased recordkeeping burden should be considered.

The CARB rule affecting the VDECS manufacturers (e.g. Donaldson and ECS) requires that they supply to the end-users the, "specific routine maintenance and cleaning procedures and timeframes." The manufacturers are required by CARB to provide a 5 year or 150,000 mile (whichever comes first) warranty. In order to maintain that warranty, the end-user is required to conform to the manufacturers instructions. Once out of warranty, the fleet owner is not relieved of the requirement to maintain the VDECS. Similar to a CHP or CARB inspection of the critical emissions components of an engine, if missing components or excessive smoke is detected a citation would almost certainly follow. The point of this article is that the addition of DPFs in and the new Tire Pressure Rule require more recordkeeping from CMSA members. The author may be reached at 916-718-7050 with questions concerning this article.

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Sheeler Moving and Storage Earns Top Industry Awards, Recognition from Oxnard Chamber

(Ventura, California)- Sheeler Moving and Storage in Ventura has once again received top industry awards for quality service to its customers and for a high number of bookings in 2010.

The latest industry awards come as the Oxnard Chamber of Commerce also honors Sheeler as its Small Business of the Year for 2011.

For the past 61 years, the Oxnard Chamber has celebrated about 200 exemplary businesses and individuals at its annual Community & Business Awards, held this year on Friday June 17 at the Courtyard by Marriott in Oxnard. The chamber recognizes those who have contributed to the betterment of Oxnard.

"Small Business of the Year winner, Sheeler Moving & Storage has proven in just eight years its clear commitment to the betterment of Oxnard. President Mel Sheeler donates countless hours of time, services and equipment to various organizations throughout Oxnard. FOODShare, Boys & Girls Club of Oxnard and

Port Hueneme, Interface Family Services, Turning Point Foundation and CSUCI (he is incoming chair of the Business and Technology Partnership) are just some of the organizations that have benefited from the huge heart Sheeler Moving & Storage possesses," the Chamber said. Sheeler also regularly supports Move for Hunger; the Ventura Music Festival; Caregivers (which provides elderly assistance); the Police Activities League; Kiwanis; the Community Memorial Hospital Foundation (Sheeler serves as treasurer); Pier into the Future (vice president); American Cancer Society (council chair); Ventura Boys & Girls Clubs; Girl Scouts of the Central Coast (president of the community board); and the Ventura Chamber of Commerce (board member).

Wheaton Van Lines recognized Sheeler earlier this year with its Total Quality Commitment Award for 2010 – the same award Sheeler has

(Sheeler Moving continued on page 10)



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Democrats Kill Dutton's ADA Lawsuit Abuse Legislation

Sacramento – Emergency legislation introduced by Senate Republican Leader Bob Dutton (R–Rancho Cucamonga) that would have stopped predatory lawyers from filing frivolous lawsuits against small businesses was killed by Democrats during a Senate Judiciary Committee hearing on July 5.

Senate Bill 783 would have required the owner of a property to be notified of an Americans With Disabilities Act (ADA) violation before a lawsuit could be filed. The property owner would have had 120 days to fix the violation. If the violation(s) was not fixed within the timeframe, a lawsuit would then be allowed to move forward.

Business owners throughout the Inland Empire and California have been sent threatening

letters from attorneys claiming ADA violations, even though the business owner wasn't aware of any ADA issues. The letter says to avoid a costly lawsuit, the business owner must pay the attorney and his client thousands of dollars.

Mark Kim, a small business owner in National City testified during the Senate Judiciary hearing on July 5, how his business has been sued twice for ADA violations and how SB 783 would have allowed his business and the others within the

same complex to fix the violation.

Also testifying was Paul Barich, owner of Barich and Associates Insurance and President-elect of the Redlands Chamber of Commerce.

(ADA Lawsuit Legislation cont. on page 10)



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(ADA Lawsuit Legislation cont. from page 9)

He outlined how he and more than a dozen other businesses in the City of Redlands alone have been hit with these threatening letters and lawsuits for violations they weren't even aware of.

"Democrats are very good at paying lip service when it comes to the issue of providing a business-friendly environment in California," Senator Dutton said following the hearing. "But when it comes time for them to step up to the plate and make a real difference on an issue that will help these struggling businesses, they once again failed to do so."

"These lawyers are committing what amounts to extortion on the business community and hiding behind the ADA laws as justification," Senator Dutton continued. "They are an embarrassment to their profession. They are not serving the needs of the ADA community and, ultimately, they are killing jobs in California. This problem will not go away and I hope the majority party will work with me to find a solution to this serious issue."

Senator Dutton indicated that while SB 783 died in committee he remains committed to finding a solution to this serious problem.

(Sheeler Moving continued from page 8)

previously won several times. Winners must score high on the company's Total Quality Commitment Program. Points are earned based on customer service ratings and measurable performance data pertaining to claims, safety, professionalism and cost estimating accuracy, among other factors.

Wheaton also honored Sheeler with a Gold

Booking Award for overall bookings for 2010. Mel Sheeler accepted the new awards at the Wheaton Western Region Agents meeting in Las Vegas.

"It's great to be honored again by Wheaton and the Oxnard Chamber of Commerce," Sheeler said. "These awards mean a lot to me."



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**SDDC's Response
to CMSA Letter on
DP3 Program**

Office of the Deputy Chief of Staff for Personal Property

June 15, 2011

Mr. Stephen J. Weitekamp
California Moving and Storage Association
10900 E. 183rd Street, Suite 300
Cerritos, California 90703

Steve

Dear Mr. ~~Weitekamp~~:

Thank you for your letter. First, I sincerely appreciate what you and the members of the California Moving and Storage Association (CMSA) do for our men and women in uniform. Military life can be very challenging, especially in the current environment. When we have high quality providers taking care of our service members, they can focus on mission requirements, and have peace of mind that their personal effects are in the care of professionals like you.

(SDDC Letter continued on page 13)



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(SDDC Letter continued from page 12)

I also want to express my gratitude for the invitation to attend the 43rd Annual National Council of Moving Associations (NCMA) meeting held here in the St. Louis, MO, area on June 8, 2011. As I mentioned to you and the other state/region representatives, that was the first opportunity that we have had to engage directly with those who represent the agents in our program. The frank, enlightening discussion was invaluable and I hope that we have the opportunity to address the group again in the future.

In your letter, dated May 2, 2011, you specifically mentioned five areas of concern to CMSA members. I will address each area with a brief response.

Removal of Rate Reasonableness – while we appreciate the fact that market forces will typically drive rates to an appropriate level, we must ensure that we do not allow rates to grow to excessive proportions as they did in the legacy program. In addition, we have found that after the second round of rate filing for 2010 and 2011, we accepted approximately 98% of the rates filed across both the international and domestic markets. This indicates that there is a healthy balance between industry profitability and government expectations.

Reinstitute system of delivery spread – this is a recommendation that we have considered for some time now, and it generally makes good sense during the very busy summer season. During non-peak delivery times of the year, it may not be required. We are evaluating the best way to move forward on this potential adjustment.

Modification of Storage in Transit Rules – as you know, we held several discussions with representatives from the International Association of Movers and the American Moving and Storage

(SDDC Letter continued on page 14)



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(SDDC Letter continued from page 13)

Association about how to beat mitigate the risk association with decreased industry capacity during peak season. This was one of their recommendations, which we have implemented for the summer (relaxation of the 70% rule for SIT), and will evaluate post-peak season to determine its overall effectiveness.

The need to revisit the Letter of Intent concept or seek a reasonable alternative – as I mentioned during the NCMA meeting, we are not returning to the days of the old. What we will do, is seek a viable alternative that helps create a framework for increased agent leverage and improved TSP/agent communications. Several recommendations are on the table, and we will evaluate these ideas as part of our comprehensive Program Management Review for the Defense Personal Property Program.

Rapid Approval of Accessorial – to date, for this summer, we have not heard any complaints about the accessorial process taking longer than it should. This has been a problem in the past, but we have addressed it repeatedly with the military services and expect that we've have turned the corner on expediting the approval process.

Again, thank you for your correspondence. We are committed to the success of the Defense Personal Property Program (DP3) and hope that professionals like you and the CMSA will continue to provide exceptional service to our Department of Defense

Sincerely,

Derek M. Oliver
Lieutenant Colonel, U.S. Air Force
Deputy Chief of Staff for Personal Property



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AIR FORCE BLOG ASSESSMENT

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ASSESSMENT

BLOG POSTING

Has someone discovered a blog post about your organization? Is it a positive posting?

YES

NO

EVALUATE

“TROLLS”

Is this a site dedicated to bashing and degrading others?

NO

YES

“RAGER”

Is the posting a rant, rage, joke, ridicule or satirical in nature?

NO

YES

“MISGUIDED”

Are there erroneous facts in the posting?

NO

YES

“UNHAPPY CUSTOMER”

Is the posting a result of a negative experience from one of our stakeholders?

NO

YES

MONITOR ONLY

Avoid responding to specific posts, monitor the site for relevant information and comments.

FIX THE FACTS

Respond with factual information directly on comment board. (See 5 Blog Response Considerations below.)

RESTORATION

Rectify the situation, respond and act upon a reasonable solution. (See 5 Blog Response Considerations below.)

CONCURRENCE

A factual and well cited response, which may agree or disagree with the post, yet is not negative.

You can concur with the post, let stand or provide a positive re-view.

YES

NO

LET POST STAND

Let the blog post stand — no response.

SHARE SUCCESS

Proactively share your story and your mission with the blog. (See 5 Blog Response Considerations below).

YES

FINAL EVALUATION

Base response on present circumstances, site influence and stakeholders prominence. Will you respond?

YES

RESPOND

BLOG RESPONSE CONSIDERATIONS

TRANSPARENCY

Disclose your Air Force Connection.

SOURCING

Cite your sources by including hyperlinks, video, images or other references.

TIMELINESS

Take time to create good responses, from a few hours to a day.

TONE

Respond in a tone that reflects highly on the rich history of the Air Force.

INFLUENCE

Focus on the most influential blogs related to the Air Force.

Holiday Doesn't Count as Day Worked When Calculating Overtime Pay

What is the requirement regarding overtime pay for my company when there is a paid holiday on Monday and employees are required to work 8 hours per day Tuesday through Friday, plus Saturday? Is Monday counted as a day worked for the purpose of calculating the 40 hours and thus Saturday hours should be paid at the overtime rate?

No. In this example, Saturday is not an overtime day. Premium pay is based on hours worked. Your employees did not work on Monday, but simply observed a holiday by having the day off with pay.

Hours Worked

Under the basic definition set out in the Industrial Welfare Commission orders, "hours worked" means the time during which an em-

ployee is subject to the control of any employer, and includes all the time the employee is suffered or permitted to work, whether or not required to do so.

Where it is determined that the employee's time is subject to the control of the employer, the time constitutes "hours worked."

An employee off on holiday with or without pay is not working and the time does not count toward premium pay. This also holds true for an employee not working, but receiving vacation pay, paid time off or paid sick leave.



Overtime Pay

Section 3 of the Wage Orders contains the

(Overtime Pay continued on page 17)

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(Overtime Pay continued from page 16)

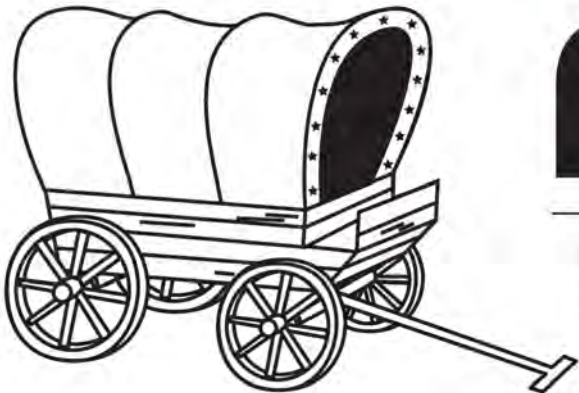
overtime provisions. In brief, what is required is one-and-a-half times the regular rate of pay for "hours worked" in excess of 8 hours per day. There are other requirements, such as time-and-a-half over 40, double-time over 12 hours in a day and the seventh day rule.

The "hours worked" definition and the overtime requirements in the Wage Orders confirm that holiday pay is not "hours worked." Thus, the overtime calculation does not include the holiday hours.

Source: California Chamber of Commerce, *Alert*

Calendar of Events

Thurs., September 8	O.C./Beach Cities Chapter Meeting	Wed., November 16	Monterey Bay Chapter Meeting
Fri., October 7	Monterey Bay Golf & Bocce Tournament	Thu., November 17	Central Coast Chapter Meeting
Tues., October 11	Greater Los Angeles Chapter Meeting	Tues., December 13	North Bay Chapter Meeting
Tues., October 25	O.C./Beach Cities Golf Tournament	Thu., December 15	Sacramento Chapter Meeting
Tues., November 8	Twin Counties Chapter Meeting	April 10-15, 2012	CMSA 94th Annual Convention in Sparks, NV



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The Truth About Search Engine Optimization (SEO) (Part 1 of 3)

By: Allan Browning, Vision Quest I.T.

You have a website and now you want to be listed on the first page of a search. Or perhaps you have been called on by an SEO company (let's call them ABC SEO), and they have promised you that they can get you listed on the first page of Google. That is, you will be one of the 10 listings on the first page returned by a Google search. Great!

When performing SEO, the first thing someone will ask you is which keywords you want to associate with your website. Okay, let's pretend you are a moving company and you want to use the following keywords and terms:

Moving, moving & storage, storage, packing, crating, relocation, local, intrastate, interstate, packing supplies

Fine. Now let's even assume you have cleaned up your site, updated it, added the recommended meta tags and keywords to your site's body text. Now, you're ready to be found on the first page of a search in Google. All right!

However...

In case you did not know, there are other moving companies, not just in your area, but also nationwide and worldwide. The chances are pretty good that ABC SEO has called on some of these other moving companies. Let's assume they have provided this same service to 20 other moving companies. They also promised these other companies they would come up first in the search engine listings.

How can this be possible?

If ABC SEO has optimized 21 moving companies' websites so that each one will be on the first page of a Google search, and there are only 10 listings on that page, how can all 21 companies be listed? It's not possible!

The reality is that there are literally thousands of SEO companies making the same promises to tens of thousands of moving companies around the world all looking for that first page listing on Google and all of them using the same keywords you are using.

(Truth About SEO cont. on page 19)





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California Moving & Storage Association (C.M.S.A.).



(Truth About SEO cont. from page 18)

If it were possible for Vision Quest (or any company) to simply 'tweak' a website so it would come up in the first page of the major search engines, we would already have retired. Unfortunately, regardless of all the claims made by companies selling Search Engine Optimization, there is no holy grail to search engine ranking.

Let's use an imaginary moving company as an example, XYZ Moving Company, located in Any Town, California. Let's do a Google search for 'Any Town moving company.' If this search were performed, the company's site would come up number one out of about 50,000 listings. This may be a typical search for people living in Any Town but this would not be the average search phrase for someone living outside of Any Town.

Now let's do a search for 'XYZ Moving Company.' Most likely, XYZ Moving Company would come up No. 1 of about 900,000 listing. This

should be the case because this is practically the domain name for its website. However, once again this would not be a search phrase that the typical user would use because they probably would not know the name of the moving company. If they did, they would not need to search for the company in Google.

Let's now use search words that the typical searcher would use, 'moving & storage'. No surprise here, out of the 31,200,000 listings, XYZ Moving Company wouldn't be anywhere in the top 10 or 12 pages.

This result is because in just the U.S., there are an estimated 35,000 moving companies. However, the Internet is not limited to just the U.S.; it is worldwide, and there are hundreds of thousands moving companies worldwide. The majority of U.S. and international movers have websites and all of them are using the same basic keywords. (Moving, moving & storage,

(Truth About SEO cont. on page 20)

CLASSIFIED ADVERTISING

CHARGES: 1-5 lines \$15; \$2 each additional line. CMSA box number \$5; Non-member charge: \$30 additional. Special heading/set up extra. Replies to ads noting box numbers to be sent to: CMSA Communicator, 10900 E. 183rd St., #300, Cerritos, CA 90703. Call Brianna Wahlstrom at (562) 865-2900 to place your advertisement.

EMPLOYMENT OPPORTUNITY

Beltmann Relocation Group, North American Van Lines largest agent based in Santa Fe Springs, CA is searching for an experienced COD sales person. Company leads will be provided. Individual prospecting and self generated business is expected as well. In-home estimates and surveys will be required throughout Orange County and Los Angeles. Send resumes to: marc.maxwell@beltmann.com or fax to (562) 623-4311.

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(Truth About SEO cont. from page 19)

storage, boxes, crating, packing, local moves, office moves, etc.) XYZ Moving Company's small site has very little chance of being found among the thousands of huge sites related to moving and storage.

However, the news is not all bad. The CMSA is listed on the first page of the search using the phrase 'moving & storage'. Here is an example where size on the Internet matters. The main reason the CMSA website comes up so high in the search listings for this generic search phrase is that the site has almost 1,300 linked pages, whereas XYZ Moving Company's site probably has about 20 linked pages.

The good news for XYZ Moving Company is that if the company were to become a member of the CMSA, they will have a better than average chance of someone finding their website even though their site is not listed on the Google search page. This is because associations such as the CMSA provide credibility and a searcher is likely to visit the CMSA to learn about quality companies. They will likely visit the CMSA Mover Directory and can find XYZ Moving Company. Also, if XYZ Moving Company has a banner on

the primary search page of the Member Directory, it would improve their chance of being found even more.

Additionally, if there were inbound links to the XYZ Moving Company's site from the CMSA, AMSA, FIDI, and the Chamber of Commerce websites, it would improve search listings for the company because search bots follow links from other sites. This makes being a member of industry organizations or chambers of commerce worth the investment if they provide links from their sites to yours.

Also note that of the 20 or so top van lines in the country, none were listed higher than the CMSA. If the major van lines, with large marketing budgets, hundreds of agents each, and hundreds of web pages on their sites, cannot get listed higher than the CMSA, the chances that a small moving company being listed on the first page of a search are very remote.

The bottom line is that there is NO real way to influence the search engines without spending lots of money.

Next Time: Why is there no real way to influence the search engines without spending lots of money?

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St Paul, MN	4 days	\$99
Seattle, WA	3 business days	\$160
Portland, OR	5 days	\$145

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