

## December 2014 MDJN Newsletter

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Welcome to the December 2014 Newsletter!

Firstly, Happy Christmas! Possibly the busiest month for DJs, and sometimes the most stressful in making sure you get to venues in sometimes really bad weather, and keeping your gear working through this busy month.

The MDJN team has been very busy again this month, travelling to Essex, Birmingham and Leicester for shownights, meeting and networking with DJs, Retailers and Manufacturers. Make sure you check out the videos

A quick welcome our newer members, thanks for choosing us and I hope we offer everything you were looking for. Don't forget there's more to us than just PLI, there are many other really useful benefits to being part of Mobile DJ Network, you'll find a list [HERE](#)

A quick reminder to our existing members, if your policy is due for renewal, it's still just £39.99 for a full year, and there's no need to apply again, just login and click RENEW!!

Just in case you've not found us on facebook yet, why not come and join over 7100 DJs on perhaps the largest DJ focussed facebook group.

It's a great place to spend some down time and see what's happening in our industry, find out about new equipment, music and what your colleagues/ competition are up to.

For those who appreciate the benefits of networking with colleagues, this is also an ideal place to get started!

If you're not already a member, join up and take advantage of it:



MDJN also has a [google community](#) and a [twitter account](#) for you to follow and an [official facebook page!](#)

Enough from me, we have some great articles, features and bargains again for you this month thanks to Robert and our industry partners, hope you enjoy it.

Pete Williams

## MDJN Out & About

# Terralec, MDJN represented by Pete Williams

In early November we were at the Terralec Shownight in Essex. Olly put on a really well organised night with lots of demonstrations and talks and our video shows much of this. Also in the video is a really good look at a range of Prolight products nicely showcased by Graham, Hill Audio speakers with Bill, why you should consider perhaps adding Children's Entertainment to your business offer – a talk by Ziggy Zoo (the world second happiest DJ!), Live Entertainment from talented guitarist Kalyen and Numark's NV was shown off well by Richard from Inmusic who was crazy enough to do live mixing in front of a room of DJs – Brave man!!

Take a look at the video of the event

{youtube}<https://www.youtube.com/watch?v=iZ-l2EkoFyk&feature=youtu.be>{/youtube}

Osprey House

Featherby Way

Purdeys Ind Est

Rochford

Essex

SS2 5AT

<http://www.terralec.co.uk/>

Tel: 01702 547571

## Matthews Electronics / [www.4DJ.co.uk](http://www.4DJ.co.uk) MDJN represented by Robert Griffiths

George Matthews opened the doors of Matthews in 1933 and since then, they have prided themselves on providing top-notch service backed up by their combined years of knowledge and experience. It was very clear to see this was a company that has traditional high service values but who also has its finger right on the pulse with the latest technology.

I was impressed that so many controllers were set up and working and being used and demoed on the show night. Being able to see an item working is so important for mobile DJs, the tactility of buttons, jog wheels, platters, the "feel" is so important and Matthews Electronics happily allow its customers this indulgence. The FBT X series was also on show with many attendees very impressed at the sound from such great value low cost speakers, Numark's NV was impressively on show too with Richard Ward showing off the Numark NV along with other Numark and Denon Controllers.

I have heard of a condition called penis NV which I don't have, but after the show I wished I had a Numark NV, ADJ knocked the lighting out of the park with a plethora of amazing lights, the pocket series in particular catching this mobile DJ's eye. Take a look at the video below and take a look at our great hosts Matthews Electronics, FBT, Numark and ADJ.

{youtube}<https://www.youtube.com/watch?v=Aut1WuSi5Ak>{/youtube}

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**Birmingham**

**B5 6LT**

[sales@4dj.co.uk](mailto:sales@4dj.co.uk)

0121 693 1941

## IntaSound, MDJN represented by Robert Griffiths

It was only last March that MDJN visited Intasound but after the warm welcome they gave the team earlier in the year, when they suggested another show night how could we refuse! We were glad we didnt as so much has changed in so little of a time.. So many controllers on display and able to demo..if your thinking of buying a controller give them a call first so they can set it up for you to see, they had the Numark NV on display and the ever popular Mixprack pro and many others .. In the back of the deceptively large store they had a new arch truss displaying a big range of Chauvet lighting. Intasound also refreshingly had many DMX hardware controllers too on display.

Chauvet really stepped up to the mark with Rob Moore from Chauvet on hand to explain all the great features of some exciting new light fixtures such as the wave , the swarm and the gig bar.

FBT were also showing off the new X series of speakers which at the price point are simply stunning, envious eyes were also coveting the Vertus systems as always and the J series was gaining even more converts.

Even better news, Intasound and Chauvet kindly have donated a Swarm 5FX that we will put in a competition next month so keep your eyes open for the January news letter for the chance to win this great fixture.

See the video for how effective this one light is.

A special thank you to Alex, Lloyd, Malcolm Richard and David (David made a great cup of tea) from Intasound and Rob Moore from Chauvet and of course Mark from FBT.

{youtube}<https://www.youtube.com/watch?v=dljB9LP-CiA>{/youtube}

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# ADJ Inside news

by Ian Webster ADJ Northern UK Sales Manager



ADJ have been busy developing some great new lighting, with their new Pocket series expanding, as well as an upgrade to one of their big sellers from last year! Ian from ADJ guides us through them, as well as a peek at some new products for 2015!

## **Inno Pocket Scan and Roll**





Following on from the amazing success of the Inno Pocket Spot, We have now introduced the Pocket Scan and Pocket Roll!

Continuing on from the Pocket Spot, the ADJ Inno Pocket Scan and Roll are ideal lighting effects for any mobile entertainer, small nightclub or bar. These fixtures feature a bright 12-Watt LED engine and 12 exciting built-in light shows in a very compact, mobile unit.

They have a 14-degree beam angle that projects 8 fixed GOBO/Color patterns (plus spot/white) from a single wheel. The Inno Pocket Scan and Roll are built with high quality, precision stepper motors for speed and accuracy. The optional remote allows sound control, strobing, gobo choice and dimming, as well as program selection, making these a great complement to the other pocket series products! The Pocket Scan will talk to the Pocket Roll using a DMX link, creating great combined shows with the built-in programs! There are 2 Slave modes allowing many variations when used in multiples (daisy chain with IEC in and out). For those not using DMX to program, the remote is a great addition as you can fix your gobo for the night, or take off the sound active to slow down the fixture, for example for the first dance at a wedding.

Watch the videos here :-





This Video from our good friend Brian Redd shows the pocket Rolls in action using DMX link, and also the optional remote!



For the bigger stage, we have our upgrade to the hugely popular inno Roll and Scan. The HP Series feature an 80W White LED, with separate colour (split colour) and gobo wheels. They also feature an improved Menu system and display. The Gobos are replaceable for that custom effect, ideal for weddings and corporate events. Again these fixtures can be linked via DMX to create fantastic combined shows (2 Slave modes)

Inno Roll HP Video – <http://www.youtube.com/watch?v=tF46ld8NG0A>

Inno Scan HP Video – <http://www.youtube.com/watch?v=LRmKBdFA2OU>



### Coming soon from ADJ!

We have just finished showing off a new range of products to come in 2015 from ADJ at the LDI show in Las Vegas! Here are just a few of them!

### Pocket Series grows!

We are expanding the pocket series with the Pocket Wash, Pocket Beam, and Pocket Twin!



**The Pocket Wash** has 4 x 10w RGBA LEDs with 2 zone control for great visual effects, as well as a bright 28 degree beam!



**The Pocket beam** is a bright 15W RGBW beam effect with a tight 4 degree beam! Again, a great product to complement the pocket spot!



**The Pocket Twin** is two independent moving heads with built in programs! Same great effect as the pocket spot, and also pole mountable!

**The Zipper**



**The Zipper** is a 4 head DMX barrel mirrored fixture with 4 x 8W LEDs creating a great multi-beamed light show! Coming in 2015.

### HEX LED Series

The latest uplighting fixtures from ADJ now feature a 6 in 1 LED with Red, Green, Blue, White, Amber and UV to create some really amazing colours! With 63 colour Macros built in, we have had a play and seen some great hot pinks, oranges etc with using the UV in the fixture. For the ultimate in colour choice for your clients, these give a great range for you! With built in fades, sound to light and remote control options, these are going to raise the uplighting game! Check out the Ultra Hex par 3, 5P Hex, 12P hex (coming soon), and the Ultra hex bar 6!



### Accucases

We have a full range of bags available for your fixtures. Visit

<http://www.americandj.eu/en/products/cases/softcases> for a full range, or contact your local ADJ dealer!



Check out all the latest product news at [www.americandj.eu](http://www.americandj.eu) – full videos, manuals and product specs available! We have recently updated the website with a new look so get online to get some inspiration for your next purchase! We regularly attend MDJN shows so catch us at a show soon. Any questions feel free to ask us!

Cheers

Ian

ADJ Account Manager UK

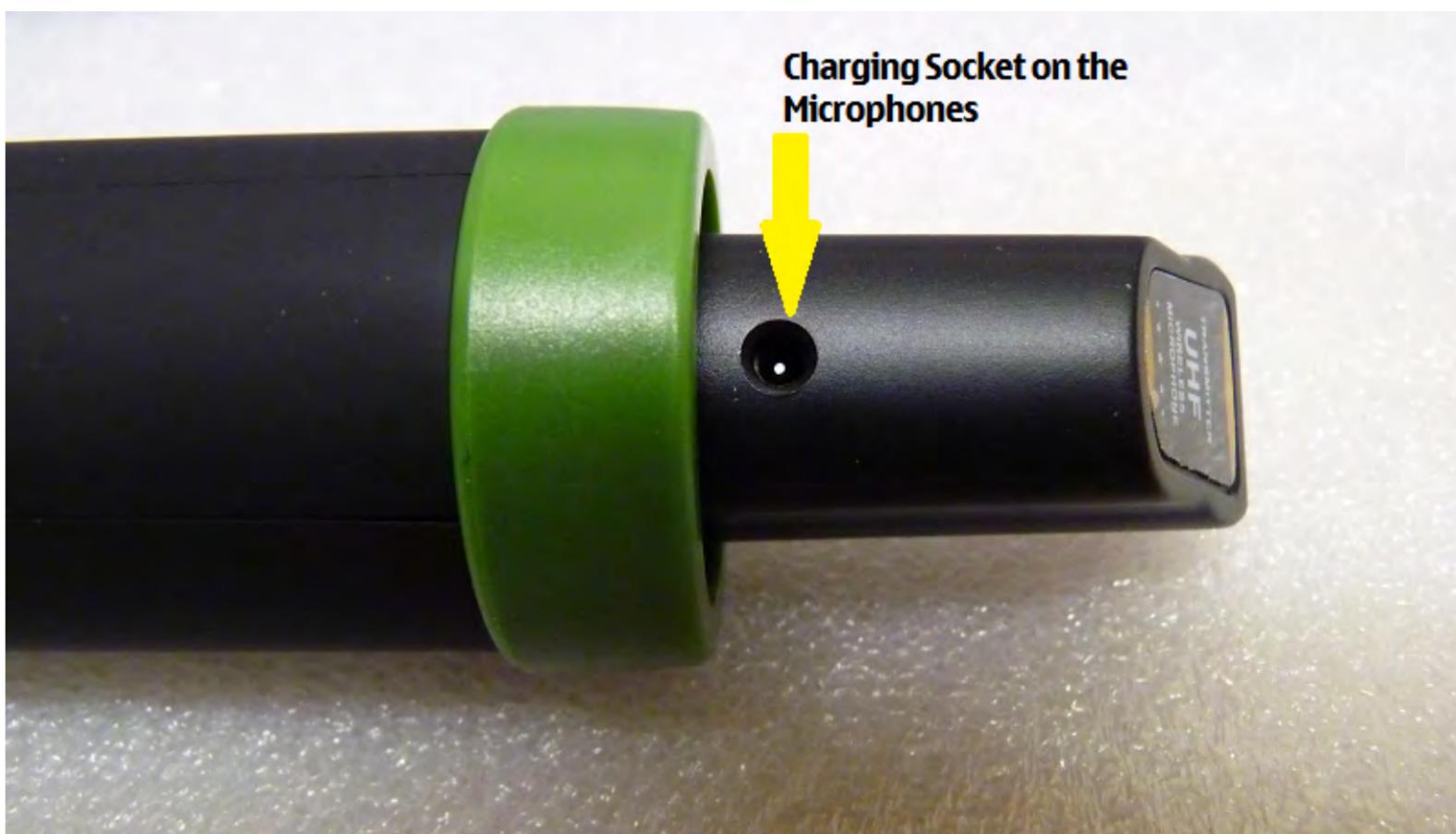
## EQUIPMENT REVIEW

### **KAM KWM Quartet. 4-Microphone, Wireless Rechargeable System.**

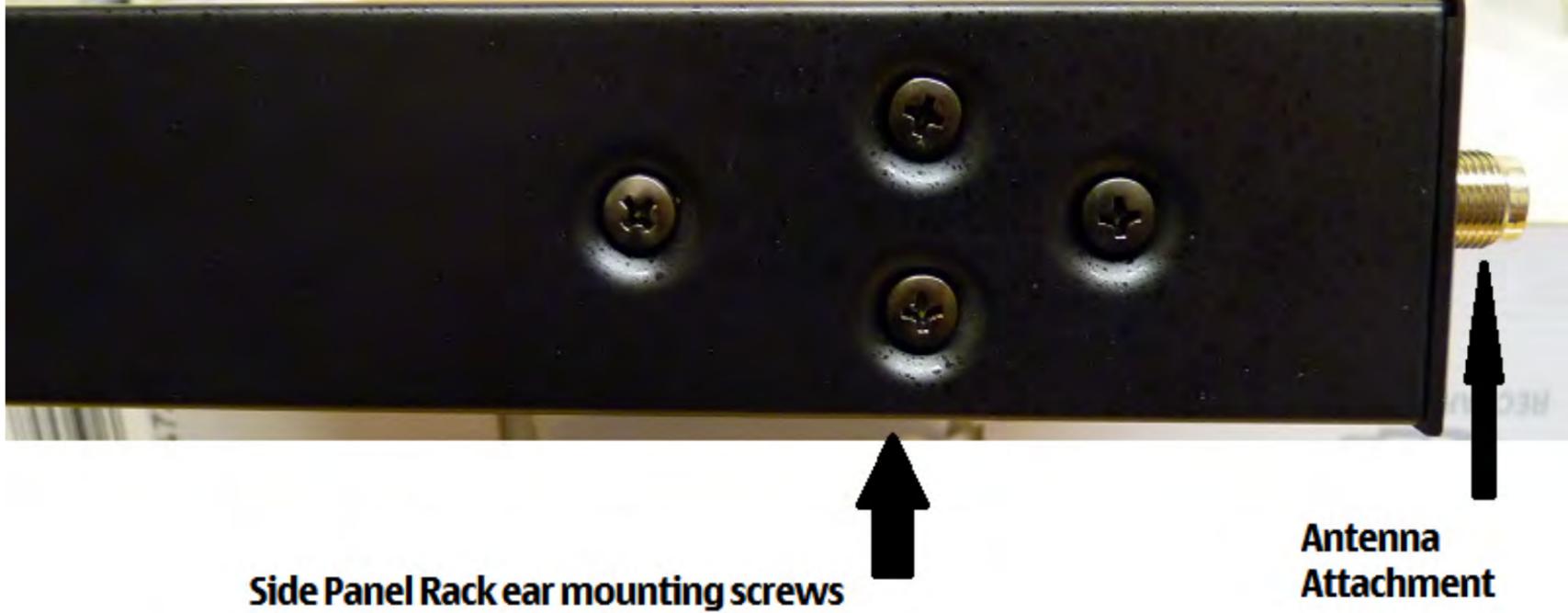
Kam has had great success over the past few years in the budget sector, with its range of wireless microphones. Many past Kam models as with the Quartet have been designed and developed for Karaoke DJs, Wedding speeches and Bands. Building on the success of previous models, Kam has designed a new four handheld microphone system. What is different is they are rechargeable microphones which recharge from a USB socket on the back of the receiver, all this in a very “wallet friendly” package.



The UHF microphones, which use the no licence and legal Channel 70 frequency range , all feature on / off switches, and an impressive 120-metre maximum range and the aforementioned USB recharging function.



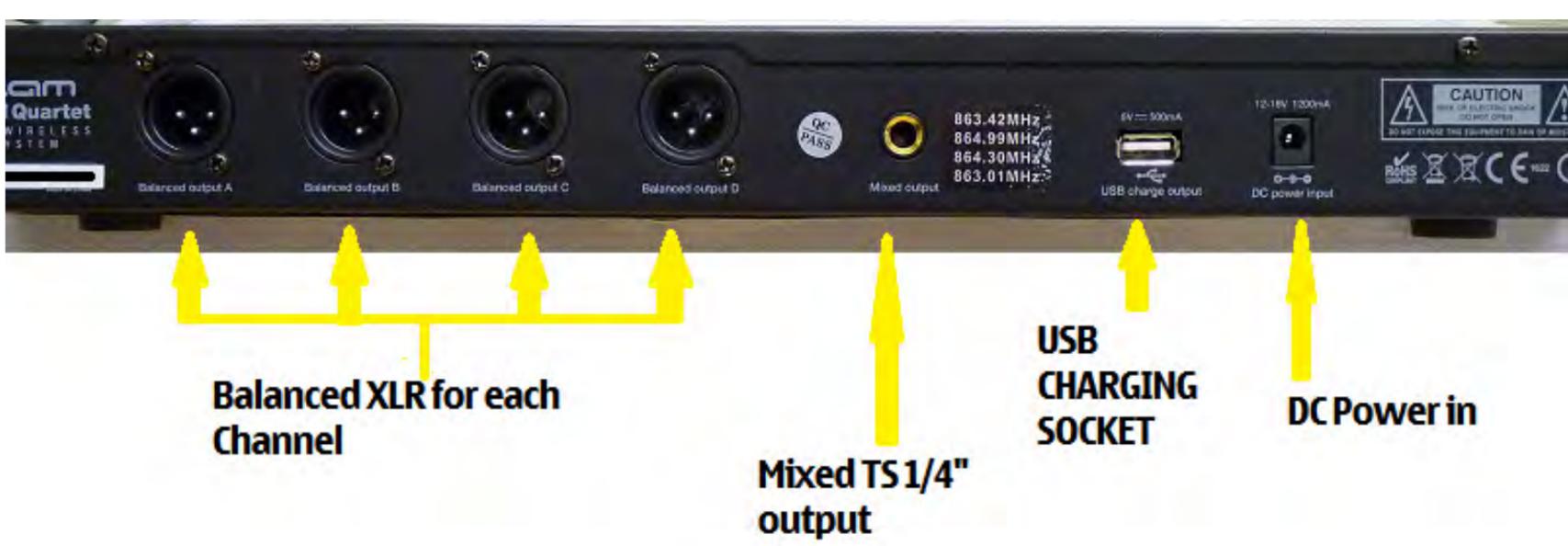
The 19" receiver comes supplied with 2 rack ears for flight case integration and a USB charging cable.



**Side Panel Rack ear mounting screws**

**Antenna Attachment**

The Kam Quartet system features two types of output. Firstly, four independent balanced XLR sockets, one for each microphone and secondly a single mixed unbalanced 1/4" TS jack. So if you lack inputs on your mixer you can have one output for all four mics to just one channel on your mixer all controlled via the four levels on the front of the Kam receiver.



**Balanced XLR for each Channel**

**Mixed TS 1/4" output**

**USB CHARGING SOCKET**

**DC Power in**

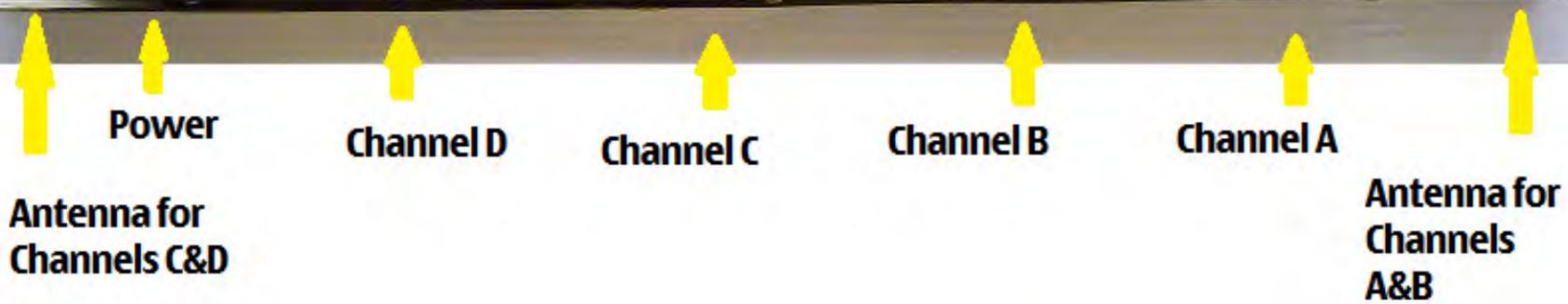
The KAM Quartet has some very good design features; each microphone has a coloured identifying ring so you can see easily which Microphone matches which control on the receiver. This colour coded ring also has a great additional function that it prevents accidental removal of the battery compartment lid, meaning users at say a karaoke show, won't accidentally push the battery flap off and this prevents your two rechargeable AA batteries falling out which has happened to myself with previous wireless microphones. This is a neat design feature.



**Colour coded Microphone Ring that also acts as a locking ring for the Battery compartment**



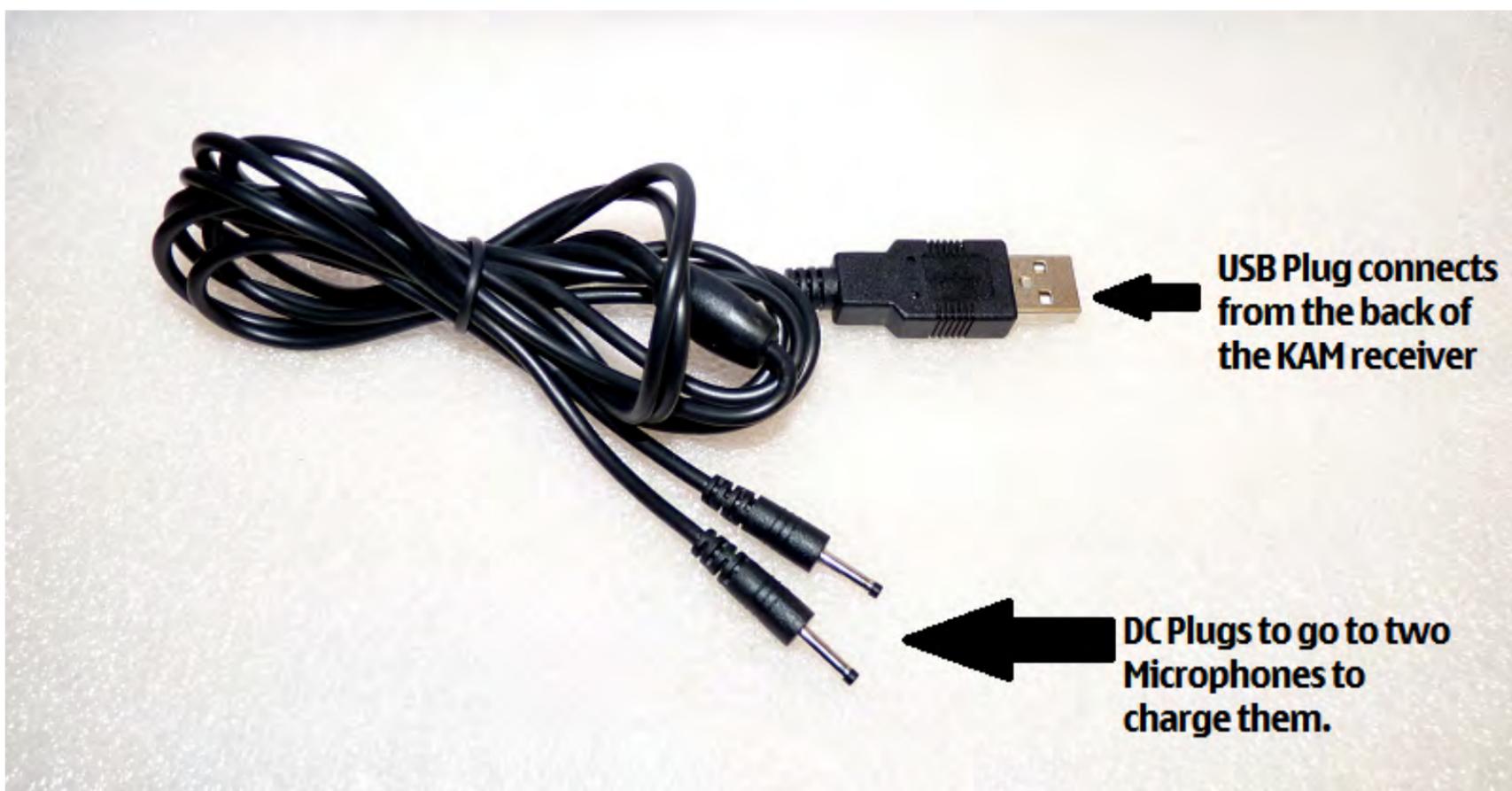
One anomaly is the way the four channels, are labelled on the receiver. A B C and D. They actually are from right to left, not left, to right on the receiver they go D C B A. Not a major issue but something to figure out when you first use the unit and the colour coding gets around this in practice.





**Each of the four Channels has the same controls and LED indicator lights**

One feature of the KAM Quartet is the ability to charge two of the mics at a time. You can only charge two from the one USB socket on the back. I feel this lets down a perfect score for the Quartet. I would have preferred two sockets on either side of the receiver. This would have allowed easy charging when it is in a case and the ability to charge all four at once, but given the units cost, these quibbles and compromises are perfectly understandable, as is the lightweight feel of the microphones themselves.



The system takes 5 hours to charge two of the handheld mics so quite some hours of preparation for a gig are important should you wish to use all four.

The instructions also states not to use ordinary batteries and to use only the ones supplied or equivalent types, which are, nickel metal hydride AA rechargeable batteries.

The two antenna sockets are on the front of the unit, one for each of the two channels.



It would have been nice for an optional rear mounted kit for the antennas, but again at this low, low price for a four mic rechargeable UHF system it is really splitting hairs.

Sound quality is above what you should expect from a wireless four microphone rechargeable system at under £300. It is not a top end sounding system but it is perfectly acceptable for the market it is intended which is pub karaoke events , wedding speeches and bands on a budget. I noticed a little handling noise, which is common for microphone systems at this level, but again it is perfectly in line with competing products at this price point.

### **Conclusion:**

This really is the 4-channel mic system for those looking to save the pennies!

So overall, a great value four-microphone system that is rack mountable in a simple easy to use package, which is ideal for Karaoke hosts. When you take into account that KAM offers a **THREE-YEAR**, warranty with all their wireless microphones it makes this packages an even bigger bargain.

### **Features:**

- Professional 4 x USB rechargeable microphone UHF wireless system
- 19-inch rack-mount modular receiver design with LED status indicators
- 2 x removable/adjustable antenna
- 4 x colour coded microphone transmitters
- Working distance: 120 metres
- Balanced and unbalanced audio outputs
- USB charging for microphones (2 at a time)
- 2 x rack ears & USB charging cable

### **Specifications:**

- Carrier frequency range: UHF 863-865MHz
- Oscillation mode: quartz controlled fixed frequency
- Carrier wave stabilisation: 10ppm
- Sensitivity: -105dB @sinad = 12dB
- Signal to noise ratio: more than 100dB
- Total harmonic distortion: less than 0.5% @1KHz
- Image rejection: 85dB typical
- Spurious rejection: 75dB typical

Frequency response: 40Hz-18KHz  
Squelch control: dual squelch circuit  
AF output impedance: 2.2 Ohms  
Maximum output level (balanced): 0-400mV  
Maximum output level (unbalanced): 0-200mV  
Power: DC 12-18V external supply  
Balanced audio outputs: 4 x XLR sockets  
Unbalanced audio output: 1 x TS 6.35mm socket  
USB charge output: 5V / 500mA  
Dimensions: 420 x 220 x 45mm (WxDxH)  
Weight: 3.8kg

Instruction Booklet is available as a pdf [click here](#)

## Mobile DJ Network Guest Mix

By Jon Whaite



This months mix is a classic from the vaults, a vinyl mastermix i did way back around 1996, unleashed for the MDJN massive. I was going to do a new mix with modern technology but i couldn't get it to sound funkier than this that i did nearly 20 years ago.....so here it is, have a great Christmas B Boys. I will return in January with a "Best of 2014" mix. If you enjoy doing a mix why not get in touch with your personal "Best of 84".....we might even be able to wiggle a prize out of Pete & Robert and link to them in the next newsletter.

FROM THE VAULTS : Recorded in the mid-90's using 2x Technics and an Roland SP-808, and originally 2 separate mixes, now both mixes have been joined for extended length.

Over 60 tracks of B Boy classics cut up & edited in a "Latin Rascals" style for maximum effect. We go back to the early to mid 80's for most of these breaks, hot on the streets of New York as well as Manchester. Whether you call it electro or freestyle, it doesn't matter, for over 100 minutes the drum

machine is king. If you were the owner of a beatbox and your own square of "lino" in 1983, then you will love this trip back to your youth.

TRACK TITLE ARTIST

KRAFTWERK – TRANS – EUROPE EXPRESS

DYNAMIC BREAKERS – DYNAMIC

THE PACMAN – I'M THE PACMAN

KEYMATIC – BREAKING IN SPACE

C.O.D – THE BOTTLE

MALCOLM MCLAREN – BUFFALO GALS

CHRIS "THE GLOVE" TAYLOR – ITCHIBAN SCRATCH

WEST STREET MOB – BREAKDANCE ELECTRIC BOOGIE

WHODINI – MAGICS WAND

CONNIE – FUNKY LITTLE BEAT

JELLYBEAN – THE MEXICAN

GRANDMASTER MELLE MEL -WHITE LINES

AFRIKA BAMBAATAA – RENEGADES OF FUNK

CAPTAIN ROCK – THE RETURN OF CAPTAIN ROCK

NEWCLEUS – JAM ON IT

NEW ORDER – CONFUSION

WARP 9 – NUNK

G FORCE – FEEL THE FORCE

XENA – ON THE UPSIDE

HASHIM – WE'RE ROCKING THE PLANET

CYBERTON – CLEAR

MELLE MEL & THE FURIOUS 5 – SURVIVAL

TWILIGHT 22 – ELECTRIC KINGDOM

VISAGE – PLEASURE BOYS

JONZUN CREW – PAC JAM

PROJECT FUTURE – RAY GUN OMICS

GLOBE & WHIZ KID – PLAY THAT BEAT MR DJ

B – BOYS – ROCK THE HOUSE

MAN PARRISH – BOOGIE DOWN (BRONX)

HERBIE HANCOCK – ROCKIT

FEARLESS FOUR – ROCKIN IT

B-BOYS – 2,3,BREAK

PUMPKIN – KING OF THE BEATS

MALCOLM X – NO SELL OUT

DAVY DMX – ONE FOR THE TREBLE

EXTRA TS – E.T BOOGIE

MAN PARRISH – HIP HOP BE BOP (DONT STOP)

WARP 9 – LIGHT YEARS AWAY

TYRONE BRUNSON – THE SMURF

B-BOYS – CUTTIN' HERBIE

PAUL HARDCASTLE – SOUND CHASER

TWO SISTERS – B-BOYS BEWARE

ARTHUR BAKER – BREAKERS REVENGE

PLANET PATROL – PLAY AT YOUR OWN RISK

FREEEZ – I.O.U

HASHIM – AL – NAFFIYSH (THE SOUL)

BEATMASTER – LIP SERVICE

TIMEZONE – WILDSTYLE

MICRONAUGHTS – I CAN DO IT, YOU CAN DO IT

TWO SISTERS – HIGH NOON

ALEEM – RELEASE YOURSELF

SHANNON – LET THE MUSIC PLAY

TOM BROWNE – ROCKIN' RADIO

C – BANK – ONE MORE SHOT

DIVINE SOUNDS – WHAT PEOPLE DO FOR MONEY

RUN DMC – ITS LIKE THAT

DYNAMIX II – JUST GIVE THE DJ A BREAK

UNCLE JAMMS ARMY – WHATS YOUR SIGN

KLEIN & M.B.O – WONDERFUL

JONZUN CREW – SPACE IS THE PLACE

KRAFTWERK – TOUR DE FRANCE

CHRIS “THE GLOVE” TAYLOR – RECKLESS

AFRIKA BAMBAATAA & THE SOULSONIC FORCE – PLANET ROCK

Listen to the mix [HERE](#)

## **Featured Member of the Month – Pete Williams**

(if you would like to be featured, drop us an email)



1. What is your real name and your DJ show name and what made you choose that dj/show name?

Pete Williams and Pete Williams! Always seemed strange when people try to hide behind a showname

2. How long have you been a DJ?

Too long!! 39 years

3. What inspired you to become a DJ?

Money! I was a drummer and as I owned the PA system I was asked if I could DJ at a girl's 18th, all went well and swift change of career followed

4. Are you a Full/Part Time DJ entertainer? If you are part time what else do you do?

Part Time. My 1st day job (3 days a week) involves choosing music and creating databases of music to play in retail shops, pubs, fitness centres and restaurants. My 2nd day job (7 days a week) is running Mobile DJ Network and around all that I also run my successful DJ Business

5. What is your favourite type of event or function now? E.g. wedding, 18th Birthday party, etc?

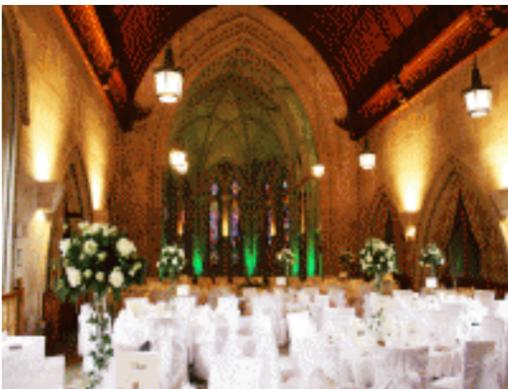
Christmas Parties by far!! They are short and everyone goes there to party

6. What's the worst or most embarrassing thing you've done in front of an audience?

Had Weddings on Friday and Saturday, with Grooms with the same first name... You guessed it already didn't you? Having spent Friday night saying Robert & Sam all evening I then repeated those names on Saturday introducing first dance instead of Robert & Gayle – OOPS!

7. If you could go back to the beginning of your DJ career and do it all again, is there anything that you would do differently? (e.g.: The gear that you bought, the way you promoted/advertised yourself?)

I would have charged more much earlier in my career



8. What do you feel is your unique selling point the thing or things that you offer the public that convinces them to book you rather than "the next man /woman"?

I make a point of selling a high service standard and a WOW factor, we discuss a personal service rather than just another DJ to play music. Seems to work!

9. Have you ever bought something no matter how big or small for your show that you wish you hadn't, and why?

The Birdie Song!

10. If you could get someone to invent a new piece of disco equipment just for you, what would it be and why?

Wireless mains transmission, think how much cabling that would save.

11. What has been the worst equipment failure suffered during a gig?

Luckily the only major one for me was a speaker blowing. A long mix put on and a quick run to the

trailer to get a spare earned me a round of applause and a pat on the back from the Groom

12. What do you think is the best thing about being a DJ?

Money! Let's be honest with ourselves, it's a pretty good hourly rate isn't it.

13. What do you think is the worst thing about being a Dj?

The stress involved in making sure that everything is perfect for every gig. Doing the gig is easy after all these years of practice, but making sure all your gear works as planned, uplighting is the right colour, you have ALL their music and traffic doesn't make you late can all add to the stress. Oh, and dealing with drunk people who don't respect your expensive equipment.

14. What would make you stop Djing (if anything)?

When people stop booking me which I'm sure will happen sooner rather than later due to my age.

15. How do you think Djing (and DJ VDJ and all related) will change in the next few years?

Controllers will become even more complicated, but at the same time will offer even more facilities to make our job easier. Downside of that is even more people will think they can be a DJ just by having the right gear.



16. What is the strangest, silliest or gob smacking thing anyone's ever said to you at a gig?

4th of July about 10 years ago, VERY hot day, venue with no air con and a large Wedding. Everyone was outside for the room turn around and B&G decided it was too hot to come in, so could the buffet and disco be relocated outside. Buffet was, but hotel didn't allow me to because of diners in their restaurant. I spent 5 hours playing to an empty room, not even 1st dance!!

17. What is the best advice you were ever given by a fellow DJ and what is the worst ?

BEST – Mark Ferrell – Get what you're worth. I got home after his keynote and instantly put £200 on my already substantial base fee, within 6 hours I confirmed a booking at the new rate and haven't looked back since!

WORST – Trust me to look after your business while you're on holiday... Many people will know about the resulting court case which I won....

18. Name three songs that 90% of the time will fill the dance floor for you!

Dancing Queen

I Gotta Feeling

Happy

19. What one piece of advice would you give to someone who is just starting out?

Invest in reliable, good quality equipment, even if second hand, learn how to use DMX and wear a Dinner Suit to most gigs – Oops, that's THREE!

20. Have you embraced or adapted any ideas that you have read about on Mobile DJ Network – If so what?

The Bhangra song suggestions, SO useful to have in your collection and have used many of them many times.

21. What is your best gig ever and what was your worst?

BEST – It was the smallest gig I have ever done, just 11 people. However 11 very happy people at the end of the party including Kirsty Alley, Kelly Preston and John Travolta. Several warm handshakes from Mr Travolta at the end and a large tip!

WORST – Wedding where Bride's Mother had died 2 weeks before the big day. Selfish Father of Bride insisted (quite forcefully) that the music was set to such a low level that nobody could hear it. My headphone level was honestly louder than the speakers. Bride was in tears more about his attitude than her mother's passing. On her instruction I crept the level up for 1st dance, and he RAN across the floor waving frantically for me to turn it down.



22. Apart from 'Word of Mouth' what is your main and more importantly most successful form of advertising your disco services?

Being associated with nice venues who both book you direct and recommend you.

23. How far do you travel from your base to perform as a DJ?

Anywhere the price is right, I'm off to France in April next year.

24. What is the largest audience you've performed in front of and what is the smallest?

LARGEST – 2500 in a marquee in Battersea Park. Not actually a fun gig as I was halfway up the inside of a massive plastic volcano 100 metres from the dancefloor, with a small window to view the audience

SMALLEST – 11 people as in Q21 or none as in Q16

25. What other services do you provide (if any) on top of being a DJ (e.g. Photography, chair covers service, Dance floors, up lighting MC, etc?)

How long have you got?

Uplighting

Video/ Stills Projection

Laser projection (names and/ or logo's)

Video recording

Ceremony Music

Ceremony Microphones

Stained Glass Window floodlighting

PA for outside events

Themeing – xmas, awards, Arabian etc.

Thick fog

Haze

Low fog

Dry Ice

PA & Sound Engineering for Bands

Music Editing

Dancefloors & Photo Booths (via contacts, not mine)

I draw the line at babysitting but otherwise if you want it, I will try to provide it!!

(if you would like to be featured, drop us an email – [admin@mobiledjnetwork.co.uk](mailto:admin@mobiledjnetwork.co.uk))

## Website Tips

### By Rob Fisher

#### **What To Do If Your Website Isn't Appearing On Google**

If you're involved in any kind of online business, getting to the top of Google can make a huge difference to your traffic and ultimately your profits.

The problem is of course that millions of other websites may be competing for that position.

#### **Why is my website not showing on Google?**

There are typically two scenarios to consider if your site isn't appearing on search engines.

Firstly, it may be a new site and the search engine bots may not have 'crawled' it yet to know it's there.

Secondly, a site which has been ranked in the search engines may suddenly drop down the rankings and disappear.

There are a number of reasons why this may be happen, and this article will explore some of these. It may simply be that competing sites have made improvements to their ranking, or it may be that your site has been penalised by Google for some reason.

### **Understand the Google 'mission'**

Fundamental to understanding why your site may not be appearing in Google is to understand what the search engine is trying to achieve.

Google's mission is to help a user to find good quality, relevant content in response to searches. If users are happy with what they find, they will continue to use the site.

Ultimately Google is a business, and users and visitors are a source of revenue.

If users are shown poor quality 'spammy' sites that don't meet their needs, they'll find another way to search for information and content.

### **Your Google rank can change ... constantly**

Never rely solely on your great Google rankings! The chances are, these great positions for your best keywords are likely change without warning.

Major updates like Panda and Penguin have struck fear into many website owners, but you have to remember what the search engines like Google are trying to achieve. It all comes back to the user experience.

If your site has good quality content and doesn't break the rules, it will be ranked and will appear in searches. If you try to cheat the system and use 'blackhat' methods, your site could be penalised.

The term 'search engine optimisation' (SEO) sounds more complicated than it actually is; in layman's terms it is simply the practice of optimising a website to help a search engine find and rank the pages on your website.

A website should be built with this in mind from the start, and SEO should be integral to the design and layout.

They are a few key things to consider if your website cannot be found in Google Search.

### **Webmaster Tools**

**Google Webmaster Tools** is a free to use service offering a series of incredibly useful tools for optimising your site and checking its performance. If your site isn't ranking, Google Webmaster Tools is a great place to investigate why and take action to deal with the problem.

One of the key features of Google Webmaster Tools is the facility for submitting a sitemap. A sitemap is a list of the pages on your site accessible to visitors and web crawlers. In spite of all the changes and updates to Google over the past few years, the SEO industry agrees that a sitemap is key to getting all the pages on your website listed as quickly as possible.

If your business has a physical presence, it's also beneficial to sign up to Google My Business. Listing your business in [Google My Business](#) will help customers to find you when making local searches, and there are proven benefits for SEO purposes.

There are no charges for opening an account, and it's another easy way of optimising your site and putting you ahead of your competitors.

## **Content**

The saying 'Content is king' is as accurate today as it's always been when it comes to SEO. Images and videos have become more important in making your website stand up against the competition, but articles, posts and written content are the foundations.

It's the words on your site that tell Google what it's actually about, and it's essential that your content contains the right keywords.

Relevant keywords should appear in headings, image descriptions, titles and the general content of your site. Google is incredibly sophisticated, and keywords must be used in a natural way. Stuffing your copy with loads of keywords simply doesn't work.

Google is clever enough to understand the meanings of related words, so it isn't necessary to repeat the same things over and over to make it clear what your site is about.

For example, if your site is about organic vegetables, words like 'organic carrots,' organic food' and 'naturally grown vegetables' will all be taken into account when ranking your site.

## **Backlinks**

This is one of the harder elements of SEO, since it's not directly within your control. Backlinks are simply links on other websites that point to yours. Ranking highly within Google can almost be viewed as a popularity contests, and a backlink to your site is like a vote of approval.

When Google's bots scan a site, they check through backlinks to see what the site is connecting to. Google's brain makes a note of these, and backlinks become part of the ranking score.

Consider the example of a well-established site offering tips and advice for snowboarders. If you own a site selling snowboarding gear, a backlink from the established site will help your ranking.

As with content, quality beats quantity when it comes to backlinks. Half a dozen backlinks from good quality sites that are ranked well are far more powerful than hundreds of links from poor quality blogs.

There may be several reasons why your site isn't appearing within Google, but a little investigation and SEO work may be all that's needed.



Web: [www.vaccodadesign.com](http://www.vaccodadesign.com)

Email: [rob@vaccoda.com](mailto:rob@vaccoda.com)

Twitter: @vaccodadesign

Facebook: Vaccoda

LinkedIn: Vaccoda Design LinkedIn

Google+ Vaccoda Design Google+

Pinterest Vaccoda Design Pinterest

## Retailer Offers

Each month, we invite Retailers to provide Offers to our members, here are the special deals for October.

## Deckbooks

deckbooks



What an amazing offer from DeckBooks we have for you MDJN members. The discount works out at **35% off** yearly subscriptions!!

This brings the price to only £104.00 for yearly subscriptions or only £8.70 for monthly subscriptions.

DeckBooks is a web-based event management and planning application running in “the cloud”, meaning it runs in your web browser and there is nothing to download, update or install.

- Need to check event information on the way to an event, just load up DeckBooks on your iPad and you're good to go.
- Save time and money by sending digital contracts to your client. Simply add as many documents as you want to your e-mail template and send straight to your client. We store the name and IP address against each digital signature for verification. Never pay postage fees or loose contracts in the post ever again.

To claim this discount all you have to do is register for a free 14 day trial of DeckBooks, then send an e-mail with your MDJN number to [accounts@deckbooks.co.uk](mailto:accounts@deckbooks.co.uk), the helpful team at DeckBooks will contact you to validate and then they will activate the discount for you.

## Mastermix



**MASTERMIX**

FACEBOOK

TWITTER

That's right, every parcel that we dispatch between now and the 20th December will contain a little bonus from the Mastermix elves! What's more, if you take a photo of your Christmas treat and post it on our Facebook page or share it with us on Twitter, you'll be entered into a prize draw to win a very special gift!

**CHRISTMAS OFFER!**

Not only are we sending out little gifts in the post, we're also giving you, our valued customers, a special offer every week running up to Christmas, to swell

your DJ music collection at the time you need it the most! From the **1st to the 7th of December**, you can buy one Classic Cuts album on CD or Download and get another one absolutely free! This includes the new addition digital albums Classic Cuts 101 to 149! Enter the code **MMXW1** at the checkout!



BUY NOW



BUY NOW



BUY NOW



BUY NOW



BUY NOW



BUY NOW

**Mastermix are offering all Mobile DJ Network members a range of exclusive offers:**

- 10% off all products at [www.mastermixdj.com](http://www.mastermixdj.com) (physical & digital)
- Advanced tracklistings
- Exclusive news & information
- Additional special offers throughout the year

To get these benefits from Mastermix you need to send an email to [info@mastermixdj.com](mailto:info@mastermixdj.com) and include the following information:

- Name
- Address
- Email
- Home number
- Mobile number
- MDJN membership number

Once your details have been processed you will receive a confirmation email and then you can start enjoying all the benefits from Europe's leading DJ only music service.

UPDATE from Mastermix:

We've now got our Mastertrax Directory up to date and ready to deliver free of charge to all MDJN members who have signed up for the Mastermix Deal!

This extensive database lists every track on every Mastermix release going back to Issue 100 and beyond, it highlights whether each entry is part of a mix or a compilation, and details every album that each track is featured on. It's delivered as a fully editable spreadsheet, so you can add your own information, search, filter results, or edit the list to match your own database.

<http://mastermixdj.com/product/mastertrax-directory/mtd>

Mastermix will be emailing out to everyone from MDJN who's subscribed to the Mastermix Deal giving them a special code that allows them to download this for free.

Mastermix have noticed that a couple of MDJN members who have signed up for the Mastermix Deal have actually unsubscribed from our mailing list at some time in the past (oops!) so if they don't get an email and they're expecting one, that's why! Members can resubscribe to the list here:

<http://eepurl.com/IXGh> Unfortunately due to anti-spam laws we can't re-add them ourselves once they've unsubscribed!

Each member has to have signed up to the deal with Mastermix in order to take advantage of both of these offers, so if they're not signed up, now's the time to do so!

# UKBride



UKBride have been running for over 8 years, and have been in the wedding industry for over 18 years. They currently have just over 417,000 members to date, (100,000 brides-to-be) of which over 90% are female, and their data is over 95% accurate.

Useful Statistics:

- Ranked the **Number 1** Wedding Website in the UK
- Have the largest database of brides-to-be in the UK
- Over 1,500,000 unique visitors to the site per year! That's an average of 125,000 per month!
- Over 3,000,000 pages on our website
- Over 417,000 members on our site
- Over 67,000 fans on Facebook and 16,000 followers on Twitter

UKBride are offering our fully paid members a unique deal

A. – 25 mile radius online package including unlimited quote requests & all interaction buttons with 25 leads per month including email addresses – Normally £498+vat.

If members take out the package quoting MDJN and member ID and add the UKBride link to the homepage of their website then you get over 40% discount at just £200+vat for the whole year!

B. – 50 mile radius online package including unlimited quote requests & all interaction buttons with 50 leads per month including email addresses – rate price £798+vat.

If the member takes out this package quoting MDJN and member ID and add the UKBride link to the homepage of their website, then you get a whopping 50% discount at just £399+vat for the whole year!

These represent HUGE savings, so if you're serious about marketing directly to Brides to be, then this could be perfect for you!

Take a look at the UKBride website for more details – [www.ukbride.co.uk](http://www.ukbride.co.uk)

# Terralec

To claim any of our fantastic offers please email [olly@terralec.com](mailto:olly@terralec.com) and mention the offer number or give us a call on 01702 547571 (opt.1)

Offer 1:



Get ready for Christmas with 4 x bottles of 5ltr snow fluid for just £32.00

Product Code: SL-5 (RRP £51.80)

Offer 2:



A brilliant solution for cost effective up lighting, 4 x Flat RGB LED parcans for only £150.00

Product Code: LIL004 (RRP £180.00)

Offer 3:



A great stocking filler or house party LED effect light, 2x LED Party Balls for just £25.00

Product Code: LIL001 (RRP £29.90)

For more information on any of the products in our special offers, please head to [www.terralec.co.uk](http://www.terralec.co.uk) and type in the product code in the search bar.

Featherby Way

Purdeys Ind Est

Rochford

Essex

SS2 5AT

<http://www.terralec.co.uk/>

Tel: 01702 547571

## DJ Dealer



**DJ dealer continue to support MDJN with a whole hidden page of web deals for Members!!**

**Just click the picture below to see the hidden page on the DJ Dealer site!**

# CLICK FOR MDJN SECRET OFFERS!!



2x ADJ INNO SCAN LED (One Ex-display)

£575.00



4x ADJ QA5 Bar & 1x Free RGBW8C

£1,050.00



4x ADJ QA5 PAR & 1x FREE RGBW8C

£999.00



ADJ InnoRoll HP (Pair)

£725.00



ADJ InnoScan HP (Pair)

£725.00



ADJ Jellydome (Pair)

£220.00



ADJ Mega TriPar Profile (x4) + Carry Bag



ADJ WiFly RGBA Mega Bar (LAST 6)



ADJ X MOVE LED 25R (Pair)

But thats not enough!! DJ Dealer are offering a great price on the FBT J12a in pairs too!

They have a few pairs of black and just 1 pair of white left in stock – get yours now!

\*\*\* JUST £799 inc. FREE Covers \*\*\*



Please e-mail Jack Wilson directly at [jack@djdealer.co.uk](mailto:jack@djdealer.co.uk) or give DJ dealer a call and ask for Jack for these deals as they won't be available online and they are purely for MDJN members !

Dj Dealer

DD : +44 (0) 1634 661504

T : +44 (0) 1634 685500

[www.djdealer.co.uk](http://www.djdealer.co.uk)

DJ Dealer

Unit 10 Laker Road,

Rochester,

Kent,

ME13QX

<http://www.djdealer.co.uk/>

Tel: 01634 661504

## Pro IEC

We often get asked who is that guy who does the quality IEC Connectors and mains leads on the MDJN facebook group, the answer is Paul Comber of Pro IEC, just give him a call please mention MDJN when placing an order.



ProIEC & Kent PAT Testing

T/A Paul Comber

9 Taylor Road,

Snodland,

Kent,

ME6 5HH

[www.kentpattesting.com](http://www.kentpattesting.com)

Tel:01634 564130

Email: [info@kentpattesting.com](mailto:info@kentpattesting.com)

Twitter @kentpattesting

Facebook [www.facebook.com/kentpattesting](http://www.facebook.com/kentpattesting)

## needadisco



needadisco have been great supporters of MDJN and its members for some time now

If you're looking to increase your client enquiries, then check out their website, and once you've decided to go ahead (we think you probably will!) then you'll be pleased to know you get an extended membership period as a MDJN member

needadisco.com delivers thousands of quote requests to its members every single week. So far this year their members have confirmed more than £1,415,882 of confirmed bookings in the last 12 months with an Average fee of £234.99 (weddings £312.51, kids' parties £151.28)

You also get great discounts off their assorted add-on services! There are also some additional offers for our DJ colleagues in Ireland too!!

[www.needadisco.com](http://www.needadisco.com)

Do have a look at what our supporting retailers are offering, they have some great deals for you, and we hope they will continue to bring you more every month!

## I Wish It Could Be Christmas Everyday!

As we all get stuck in to the hopefully busy Christmas season there are plenty of deals and new DJ equipment to grab for your gigs as an early Christmas present to yourself. Have a busy and safe December, on behalf of the Team here at Mobile DJ Network, we hope you and your family have a very Merry Christmas!

Pete & the Team



Copyright 2019, Mobile DJ Network | To find a great DJ head to [www.findamobiledisco.co.uk](http://www.findamobiledisco.co.uk)