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Postgrad Solutions

Monthly News Update

Postgrad Solutions raises over £2,000 for charity!

July 2010



Well we've had our charity week and have raised a total of £2,176 from all our different activities, including a PGS company donation. We are delighted to be able to give this amount to our chosen charity [Great Ormond Street Hospital](#).

The fundraising was kicked off by Sandy Bhangal and Sam Ross who did a 15-mile Jubilee Walk around London. Next up was Mike Dingle who ran the (quite hilly) Plymouth Half Marathon for this

great cause. Following on from him, Katherine Mann and Charlotte King did a 37-mile cycle ride from London to Windsor. And last, but by no means least, was Rob Houghton and his 'Cross Channel-equivalent' 21-mile swim. Phew!

We all chose rather sporting challenges for our charity week of fundraising, and had a great time raising money for this fantastic cause. We are looking forward to raising even more money for Great Ormond Street Hospital next year!

If you want to donate to this fantastic charity, please contact charlotte@postgradsolutions.com.

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OUR SITES

- www.postgrad.com
- www.lmstudy.com
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Get in touch with us today by calling us on 0870 919 4365, or if you are calling from outside the UK please call +44 1932 561527. Alternatively you can [email us](#).

Innovative website developments in progress

Throughout this month exciting new developments have been happening across all of our websites. The main focus of all these changes is to improve the websites' usability further. The developments are also intended to support the optimisation of additional key words and key phrases, so that even more high quality traffic will be driven to your adverts and profiles.

The changes we have implemented so far include a new 'search results' page design, as well as technical changes to ensure Google goes deeper than ever into our most specific search result pages. We have also added over 20 more editorial articles during June 2010.



Finally, one of the most exciting and innovative aspects of our website developments is that our design team is working hard on creating some ground breaking 'link bait'. Link bait is the term for image-based online graphics of an eye-catching, funky nature. The purpose of link bait is that it provides interesting and relevant information in an attention-grabbing way, thereby encouraging other important websites to link to it. Watch this space...we aim to surprise you!

Meet the team



This month we would like to introduce you to Sandy Bhangal, Sales Director.

Sandy has been a sales director for Postgrad Solutions for three and a half years. She is primarily responsible for managing key clients at Postgrad Solutions, and is expertly trained at putting together the right proposals to meet individual client's needs across each of their key markets. Sandy ensures that she meets her clients regularly throughout the year to fine tune their campaigns and make sure that the customer service is smoothly coordinated.

Sandy has over 13 years of experience in sales and publishing within the education and corporate recruitment marketplace. She previously worked at Hobsons Plc as Sales Director of the International Student Recruitment Division, planning global marketing campaigns with UK international offices. She has a wealth of experience in the domestic education market as well as a thorough understanding of the admissions service within institutions as she has worked closely both with admissions and English Language departments.

Sandy says, 'I really enjoy working closely with my clients in helping them to achieve their marketing goals and objectives, as well as providing advice on all aspects of copy. My main priority is on delivery and striving to achieve continuous client satisfaction.'

**We hope you all have a fantastic summer and the best of luck with final recruitment drives for 2010 start!
From the Postgrad Solutions team.**

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