attle covering 260 kilometers of breathtaking West Coast scenery. The 2012 Ride generated over $11 million for cancer research and treatment. Through generous support of colleagues, friends and family Hugh has raised over $35,000 during the past three years.

CBV Hugh Livingstone (far right) and Team Road Rash

Appearances

CBV **Anish Chopra** was interviewed by BNN on Canadian equity markets, valuation and investment strategies (May 10, 2013) (**Watch online**) and was also interviewed on BNN's "Moneytalk" show (May 13, 2013) where he discussed numerous investment issues (**Watch online**).

Accolades

D. Alan Jones, FCBV (retd.) and his wife Glenda were awarded the Cultural Volunteerism Award for the Town of Mississippi Mills, Ontario. This award recognizes individuals or organizations that have made an impact on the arts and culture of the community.

Have you written an article, been in the media or been featured in the media? Let us know! Contact Megan Kennedy at **kennedym@cicbv.ca**.

Writer's Edge

SEO Your E-mails

By Ingrid Sapona*

Search engine optimization (SEO) is a technology buzzword that makes lots of folks nervous. But don't worry — this column isn't about embedding any coding or tags in your e-mails. It's about ways of increasing efficiency and productivity by applying some SEO principles when e-mailing.

E-mail Inefficiencies

Here's a scenario I'll bet you can relate to: In early June you begin work on a new file. Over the next few weeks you and the client exchange a few e-mails. In July the matter really heats up and you, your colleague and the client exchange a flurry of e-mails – often more than one a day.

Then, a couple months pass before your attention returns to the matter. In late September you need to find one particular attachment the client e-mailed you early on. It shouldn't be hard to find, you figure, because you had the foresight to start an e-mail file for this matter, so you only have to look in there. When you open the e-file, you're surprised at just how many e-mails there are. Fortunately, you remember it was an e-mail you received toward the end of a week sometime in mid-July, so you figure you can home in on it quickly by date.

When you see there are eight messages from Thursday, July 11th and seven dated the 12th, you sigh. And, when you realize all those e-mails have the same subject lines and most have attachments, you cringe. Turns out finding the specific e-mail with the wanted attachment is going to take some time.

Like a Stitch in Time...

This scenario highlights what happens if you don't apply good communication skills when e-mailing. The mindless habit of simply hitting "reply" is the main culprit. Besides the fact that doing this creates e-mail chains that get longer and longer, which is especially annoying when receiving e-mails on a handheld device, mindlessly hitting reply means the subject line (or Re: line) is carried forward (in other words, repeated).

The problem with carry-forward subject lines is that you can't differentiate e-mails with a quick glance at the Re: line. When that happens, you have to come up with other ways of narrowing in on the information. One common way is by pinpointing the date of the e-mail. Sometimes that's easy, but sometimes it's not (like in the hypothetical above).

My suggestion is that when you correspond via e-mail, keep SEO principles in mind. Obviously, I'm not talking about SEO in the truest sense (which relates to increasing the number of hits a computer search engine tallies, thereby moving something up in the ranks). I'm talking about including words and labels that are specific enough to be found easily later, whether by an e-mail search engine or by a person skimming the subject field of their e-mailbox.

Simple SEO-based Suggestions

Here are a few simple things that will help make locating e-mailed information easier for you and for those you correspond with:

- Include a meaningful subject line — be specific. (Don't just say: here's the document — describe the document a bit.)

- Break the e-mail chain by not simply hitting "reply" — get into the habit of starting new e-mails when you reply, making sure, or course, to include a unique and meaningful subject line.

- If you can't be bothered to start a whole new e-mail, at least go out of your way to change the subject line on each message you send in reply.