



Issue ■ 1  
April 2006

# Double Takes!

Inside

## Double Data – Design, Copy, Print has moved to Wake Forest!

Double Data Inc., a leading provider of printing and copying, DVD and CD duplication, graphics and web design, has moved from its location in the Research Triangle Park to a new facility on Ligon Mill Road in Wake Forest.

"We're looking forward to working closer with our clients in the Wake Forest area," says owner Kevin Austin. "We've had a number of customers tell us that they love our quality and service but wish our facility was closer to their place of business. We think by moving into the heart of the Wake Forest business district we can help businesses grow by providing a one stop shop for all their printing, copying and design needs."

Double Data provides a wide range of paper product deliverables via digital and offset printing. From business cards, training manuals, corporate identity pieces, magazines and annual reports, they handle each project with complete dedication.

To complement their copy and print services, Double Data also offers media duplication production across multiple platforms including CD, DVD, Flash Cards, CD/DVD sleeves & jackets and mailers. Double Data's graphics division can create a complete corporate identity package, from conception to completion. They also offer a package of Internet marketing services, from web design and development, to key word search optimization.

"We are excited to welcome Double Data to Wake Forest," says Mark Fleming, Executive Director of the Wake Forest Chamber of Commerce. "Olivia & Kevin have really sought to become involved in Chamber activities."

"Community involvement is a key for us," says Olivia Austin. "We've really enjoyed participating in the Business After Hours, Chamber Golf Tournament and preparing for the Wake Forest Business EXPO. Local involvement was one of our reasons for moving to Wake Forest. We wanted to get plugged in to the community so we could make a difference. We're strong believers in serving others, not just in a business sense, but at a community level as well. In the Wake Forest area, we feel there are lots of areas where we can help."

If you would like Double Data to help you expand your market reach, give us a call.

- Replication vs. Duplication  
What's the Difference?  
- Does it Matter?.....2
- Things you can do to improve  
the key word search results of  
your web site.....3
- Not all artwork is a work of  
art.....3

**Double Data**  
10501 Ligon Mill Road, Suite 120  
Wake Forest NC 27560  
919.855.9966  
www.double-data.com



It's a fact:

A picture says a thousand words but to get your message across it helps to speak effectively.

Replication vs. Duplication

What's the Difference?

Does it Matter?

### Replication vs. Duplication... What's the Difference? - Does it Matter?

CD Duplication in its purest form, means to copy CDs, but there are two ways to copy a CD - Replication and Duplication. Replication is the process of "stamping" your data into an injection molded CD. These discs are like the audio discs you buy at the music store. They have a silver look to them. The silver look is caused by the aluminum that is embedded in the disk to reflect the laser when you play your CD.

You might typically use replication for higher quantities where it's critical to get the per disc price at or below \$1.00 each. To offset the setup costs, minimums orders usually run between 1000 and 2,500 discs, making replication the process of choice for long runs. The process is less expensive than duplication because the data is actually built into the construction of the CD and not added later. That's an important factor because you can not add to, delete or change any of the information once it is pressed into the CDs.

Replication is the standard used to make mass quantities of CD's or DVD's. A "glass master" of your information is made which in turn producers "stampers" which are used for injection molding the information onto foil. The mastered information is then protected by layers of polycarbonate plastic. It is then lacquered, usually screened, and ultimately packaged. This is crucial because with both replication and packaging incorporated into the process, the assembly can be automated, allowing for a lower cost per unit. This is especially important in orders greater than 1000 pieces.

Duplication uses a CDR recorder to "burn" your data into a pre-manufactured write-once CD. These CDs are called CD Recordables (CDR). They are blank CDs and cost between \$.50 and \$1.50 depending on quantities and quality. (We'll discuss the quality issue in an up coming TechTip). This is the type of CD you might purchase at a retail level. Data is added by using a CD recorder. The information is digitally extracted from your master source, verified and transferred to the blank discs. The process takes between 2 and 74 minutes per disc depending on the speed of the recorder and the amount of data you are recording. Because the duplication setup cost is minimal it can be more cost effective to produce smaller quantities. It can also be faster, Double Data can easily duplicate 1000 CDs in 24 hours.

*True or False:* Disc's which are duplicated are not as reliable as Disc's that are replicated?

It may surprise you to find out that in most cases the answer to this question is *FALSE*. Writable media was invented for the storage of data and in an effort to get product to market, many disc manufactures produced inferior products which had trouble loading audio and video and thus would keep your disc from "spinning up" in your player. Today's writable media are manufactured under much stricter guidelines. By choosing a reputable duplication company, like Double Data, which uses only professional equipment and high quality media, you can be assured that your CD or DVD will read every time.

THERE IS NO DATA DIFFERENCE BETWEEN A PROCESSED DUPLICATION AND A GLASS MASTERED REPLICATION DISC. In fact, both processes extract the information from your master source in EXACTLY THE SAME WAY. Other than the way your disc is manufactured, - the biggest noticeable difference between a replicated disc and a duplicated disc may be the way the surface is marked. This is usually due to the cost restraints associated with the method chosen to process the order. There are generally four ways to label your disc.: Silk Screen, Thermal, Ink Jet and Adhesive Labels.

Both replicated and duplicated CDs should have a label. Why? Simple, so you know which side is the read side of the disc. The most common labeling is silk screen but there is also thermal CD printing, inkjet CD printing and printed adhesive labels. Each type of label provides a different level of quality and pricing.

Next issue we will look at the different types of label printing and the benefits of each.



# 10

## Things you can do to improve the key word search results of your web site.

Here are 10 things you can do to improve your search results ranking. As an aside, there is no magic potion that will propel you to the top of the list and keep you there. Many firms fish for clients with guaranteed search placement results but the web is too broad and fluid for such bold claims. However, if you follow the following tips your web site will rise above others. It requires work, as all things worthwhile do.

Whenever possible, use a file name that reflects the page content. For example, preschooltoys.html would be captured in a key word search for "preschool toys."

9 Give each page a unique Title tag and make sure it accurately reflects the content on the page. The Title tag is the subject line presented at the very top of your browser. In Internet Explorer it is in the top left area of the blue bar. The title tag is defined in the meta tag area of your web page's source code.

8 Use a specific header on each page that summarizes the content on the page. Follow the header with a sub header. Then in the first paragraph repeat the key words or phrases that were in your header.

7 Use alt tags for images. This is especially key for images that also serves as navigational links. Search engines can't read images but they do capture their alt tag so make it clear to which page the alt tag links.

6 Clean up your meta tags. Search engines no longer place the same importance on meta tags as they once did due to misleading key words and descriptions used by unscrupulous sites. But the tags are read, so make sure they are unique and reflect the page content.

5 Search engines cannot fill out forms, read JavaScript links and can't parse graphics and Flash so when using any of these elements on your site make sure those pages and links are listed on a summary page. A site map page is a good place to present all your pages.

### Not all artwork is a work of art.

Some are just a piece of work - or worse, they need more work. In printing what transforms your picture or illustration from a piece of work to a work of art? Compatibility. And because source determines print compatibility let's look at some common elements you should consider when preparing your artwork for printing.

What is the file type? How is it supplied? Was it created in Adobe Illustrator, Adobe In design, Pagemaker, Quark Express, or Adobe acrobat? At Double Data we can accept all of these file types, but knowing the source is just the start. What is the purpose of the artwork?

4 Frame built sites have their place on the web, however, search engines struggle to find content within frame built sites. If you use frames on your site, then make sure you have a site map listing all URLs. Where possible apply this same approach to dynamically built sites.

3 Popularity is rewarded by search engines. The more web sites that link to your pages the more important your content becomes in the search rankings. And if those external web sites are popular themselves, then you benefit from their popularity, thus increasing your rank. It's who knows you and how popular is that associate. Avoid participating in "link farm" schemes. If a search engine finds that your site is linked from numerous sites purely to increase your popularity without regard to content in context, then they may de-emphasize your site in the search results.

2 Resist the urge to splatter your site with key word phrases coded to the same color as the page background. Search engines may initially find these phrases and list them in the results but when the user doesn't see content to match they may report your site to the search engine.

1 Finally write relevant content and keep it fresh. You may not see the dust on your site, but if it's been a while since you updated your site's content, it's there. The search engines know this and so do your visitors.

*If you would like more information on how we can help you freshen up your site and drive more traffic to your pages, give us a call.*

Not all artwork is a work of art.



continued on next pg.



Double Data, Inc  
10501 Ligon Mill Road  
Suite 120  
Wake Forest, NC 27587  
(919) 855-9966

[www.double-data.com](http://www.double-data.com)



Is it line work to support the text in a document or is the image itself the main point?  
The three most common file types are JPEG, EPS and PDF and each has its place.

- A JPEG image is great for: Photos and Web sites.
- EPS would be used for: High Quality output like Digital or Offset Printing, also when scalability is required or the size needs to be changed.
- PDF would be used for: High Quality print when you need to retain all the for matting, fonts and graphics of the original document.

Finally, how many DPI – dots per inch – are necessary for your artwork to achieve its maximum impact? The DPI of your image dictates the density of the dots and the amount of detail your image will hold. Let's imagine that your yard is barren and you want a lush lawn. Each seed would be a pixel. The more seeds you sow per square inch the thicker the lawn. A typical JPEG image on a web site is 72 DPI because that's all a monitor can display. But in printing, screens determine the depth of detail. Black and white newspapers typically print photographs at 72 DPI. A coffee table books might be printed at 2400 DPI. The differences can be seen in the details. The newspaper picture looks grainy. The coffee table book, looks lifelike.

To have a full-color image printed, make sure you put it in the correct color format. There is a difference between RGB and CMYK color printing processes. RGB is used for computer monitors. CMYK is used when you want to do printing. There are other artwork considerations as well. Was the source created with a PC or MAC? We support both and can accept either. Vector vs. Raster? No, these are not two opposing teams from the indoor football league. Instead, they are two different ways of reproducing an image.

A picture says a thousand words but to get your message across it helps to speak effectively. At Double Data we can help you select the best platform for your artwork so that your next print job is not just a "piece of work" but a work of art instead.