

SEARCH ENGINES

Optimisation, promotion, testing & analysis

Search Engine Optimisation (SEO)

Search engines are the main route through which new customers will find your site.

The objectives of search engine optimisation is to present pages for your chosen product and services keywords and phrases which make it easy for search engines and directories to index.

Unless your main or promoted pages appear within the top 20, if not, top 10 results the investment in your web site will be wasted.

Research shows that most potential customers do not browse further than the first two pages of search engine results, some only view the first page and some only ever access the first few top place ranking sites.

Search Engine Position Reporting & Statistics

A full range of reports show you where you are in comparison with competitors and with respect to your chosen keywords and phrases and can identify areas that are not performing as well as expected:-

- Summary Report
- Visibility Statistics
- Description Report
- Detail Report
- Alert! Report
- Trend Report
- Competitive Analysis Report
- Page & Keyword Report
- Submission Verification Report

Issues can be addressed with modifications to pages or the introduction of special pages (information/doorway pages) to boost page position and rankings.

Additionally, full statistics can be provided to show what pages are performing well and those not, which keywords are attracting most visitors and what actions visitors undertake when browsing your site. Action can be undertaken to rectify areas not performing well.

Keyword/Phrase Selection

The most popular keywords/phrases attract 1000's if not 100,000's of results. Finding the right combination is an important element and SEO&P can help you find the most appropriate in generating targeted and convertible visitors to your site.

Internet Marketing & Scientific Analysis

is a proven method to provide real-world data and information to enable you to maximise the investment already made in the building and promotion of your website.

The principles of online marketing are no different from traditional 'bricks & mortar' techniques.

Yet when it comes to marketing online many of the basic marketing principles seem to get overlooked and ignored.

How do you know that your website and what you're doing on it is what's required to make your online business a success and its most profitable?

You don't...

unless of course you scientifically test your marketing strategies and product placement and work to continually improve your visitor/response conversion ratio.

Link Popularity & Building Pagerank

Link popularity and pagerank are closely linked. Link popularity is simply and measure of the number of external links pointing to your site. SEO&P can undertake a programme to find, link and build your popularity and pagerank.

Broken Link Analysis & Reporting

Broken links are almost inevitable as new pages are added to sites and they get larger and more complex.

If the dreaded '**404 - Page not found**' error is encountered and visitors are left with nowhere to go in your web site they will go to one of your competitors.

And they are likely never to return!

