

Have an effective website not a re-designed website.

“A website is only as good as the business it generates.”

A website redesign is often not the best way to improve how effective a company website is. Often when a website either is not receiving many visitors, not generating many sales leads or not selling many products or services then the automatic conclusion is that the website should be redesigned.

More often than not the graphical design of the website is fine and the navigational structure is user-friendly. The problem usually is that the website doesn't receive any visibility in the internet search engines. The company website profile is non-existent because potential customers don't even know it exists. By redesigning the website the problem persists and the website's contribution to the company remains a disappointment.

Prospective customers visit the search engines every day, often trying to find the precise types of services and products that your company provides. However if they can't find your website then often they will go to one of your competitors who is highly ranked in the search engines.

Did you know that “estate agents Aylesbury” and “solicitors Oxford” both generate 26 searches every day? That is over 750 searches a month looking for a particular professional service in a certain location! This is similar for other services throughout a wide variety of professions. Now, how many leads do you get through your website in your area?

It need not be the case and your company could have a highly ranked website that not only gives a professional image but conveys all the services that you are trying to sell and generates actual customers.

By applying search engine optimisation techniques your website can dramatically improve its visibility in the search engine rankings. With a targeted market actively searching for your website let them come to you.

As a result search engine optimisation is the most cost-effective online marketing available and is more targeted and provides a higher return on investment than a magazine or newspaper advertisement.