

Search Engine Marketing

Why do you need website promotion? Well let's be honest, no one is going to find your web site unless you tell them about it. Search engines will not find it either, unless you tell them about it, and achieving a good ranking from the search engines is a science not easily understood even by some professionals. Simply speaking, no promotion = no traffic and no traffic = no business!

As we have already said, preparing and promoting your web site to search engines is an art best trusted to our professional Search Engine Optimiser. We can discuss your needs and offer you an appropriate optimisation and promotion package to suit your individual web site. Don't be fooled into believing that Search Engine Optimisation is a standard process, it is actually a complex process that needs to be crafted individually for each web site. That Web Place offers a complimentary web site analysis service that you are welcome to take advantage of.

For a FREE web site checkup, Contact Us today. We will discuss with you your current website, your expectations and concerns and explain to you what we can do to evolve your business.

There are a few things that you can do to help yourself and you would be surprised how many businesses fail to take advantage of the most simple methods of promotion. Seriously, where is your target market? is it really the whole world or is it right here in your own back yard?

Things you can do to promote your web site to the local market

Put your website address on:

- Vehicles
- Business cards
- Signage
- Clothing
- Stationery
- Complimentary Gifts
- Anything else that people will see
- Tell your staff to mention and promote your website while talking to clients.
- Use the website to lighten the load of your staff member explaining the products over the phone, or rather than faxing

forms to clients sent the client to the website to download it from there.

Advertising your site is important but can cost heaps. Start utilising the website.

Contact us today for more information call +61 7 5630 4464, email us or request a quote to see what we can do to evolve your business.