

## Web Promotion

We get you noticed!

Web promotion is vital - to be successful a website needs to be found.

If your website is listed on the first couple of pages of the leading search engines you'll see a steady flow of traffic and enquiries.

We can optimise your website to achieve top positions

### SEO - Search Engine Optimisation

This involves optimising both the body text and the HTML code within web pages so that your keywords are used to maximum advantage. We do this as a matter of course when designing a new website and we can also offer this as a service if your existing website is badly optimised.

What are your keywords? - we can conduct research and compile a list of all primary and secondary keywords relative to your product or service.

Our Website Optimisation Services are great value for money and will improve your sites' position in all the major search engines.

### Pay Per Click Advertising

Sometimes pay-per-click advertising is an ideal medium. In such cases we can offer invaluable keyword research to establish the top keywords and phrases. We can also advise on advertising copy, click-through destinations, etc.

### Web Directories & Portals

According to your type of business, we can list your site on popular directories and portals. This ensures a good flow of well targeted traffic.

### Reciprocal Link Building

Website 'popularity' is a measure of other relevant sites that link to yours and vice-versa. We can install link management software on your website to help automate and accelerate the process of acquiring reciprocal links.

### Press Releases

If you've got something to announce let us help... we can ensure it reaches media (online and offline) contacts either national or worldwide. We can compose professional press releases and circulate them within hours.