

Internet Marketing

Your customers and target audience **MUST** be able to find you quickly and easily or you risk losing them to your competition.

Internet Marketing and effective web site communication is essential for any web site or online business. Effective website communication will increase traffic to the website which in turn will increase sales, thereby helping you become more efficient and profitable.

Simply put, the effect of search engine friendly web design is that it enables people looking for what you have to offer to find your website. As obvious as that sounds, quite often the exact opposite occurs. Instead of pushing your message out randomly to the world at large, potential customers are actually finding you; search engine friendly design means creating web pages that will help them do exactly that.

This can include building your website from the ground up so search engines can identify what you are offering, or modifying your current website to be more search engine friendly. It also includes intense scrutiny and crafting of your metatags, the portion of the pages that show up as search engine listings. What it does not include are sneaky tricks and methods that can cause your pages to be penalized; all SEO methods and techniques utilized are 100% whitehat.

I design and implement custom internet marketing strategies that have been developed to achieve increased web site traffic, and subsequently, sales results. Ranking examples are available by request only, due to the sensitive and competitive nature of keywords, keyword phrases, and search engine rankings in general.