

INTERNET MARKETING SERVICES

Once you have your website up and running then it's time to start promoting it! The goal of our internet marketing service is to make sure your business is easily 'found' when people are looking for your specific products/services (e.g. Google searching) and to get the maximum amount of 'qualified' traffic visiting your site that actually convert to paying customers. Remember there are no cheap and easy short-cuts to doing this. This is a labor-intensive effort based on multiple strategies to ensure you get ranked highly in Google's view. We do this in a very cost-effective manner, so even small businesses can now get the same web presence as those with large marketing budgets. Contact us to hear more about what we can do for you.

Local Ad Link **Good**

- Low-cost, entry-level internet marketing. Includes online business directory listing and business description.
- Good choice for businesses that need web advertising in their local area only.

Standard Package **Better**

- Evaluate and recommend changes to your existing site for maximum SEO results
- Submission of your business keywords to over 350 search engines
- Research and list your site in relevant directories
- Link exchanges with other relevant sites (contacting them for inclusion)
- Creation (and hosting) of two additional landing pages relevant to your business (constant change of content on this site to attract spiders)
- Weekly blogging in various (related) blog sites
- Monthly eNewsletters - emailed to your database
- Weekly reports on SEO, Link Exchanges and Blogs

Premium Package **Best**

All of the features of the Standard Package plus;

- Monthly press releases promoting your business products/services
- Monthly ePostcard emailed to your database
- On-line paid advertising using Google PPC Adwords (creation and monitoring)
- Creation of your business profile in Facebook social networking website

Anyone can put up a website but effectively promoting it is what gives your business the visibility it needs to grow and prosper. Call us now (408-868-4636) to hear more about how we can help you achieve your true business potential.