

Web marketing is the process of making sure that your business is visible to your customers and prospects.

Everyone uses the web to find products and services, if your business is not visible to those customers you will not get the valid enquiries and ultimately the sales that may lead from qualified enquiries.

Most prospective clients will find you by **searching the top search engines** such as Google, Yahoo and Bing. By **optimising your content** and using carefully SEO crafted articles that your clients will want to read you will rank well within the search engines.

It does not matter how good your website is - if your business is not visible on the search engines your business cannot be found

Web marketing does not stop at **good content**. All areas of your online presence will need to be optimised to drive traffic to your website. This includes:

- [Social networking](#) (e.g. Twitter, Facebook, LinkedIn, Vimeo, YouTube and many others)
- [Website content](#) , blog articles, mobile content
- Email Campaigns and special promotions (e.g. Groupon promotions).

We offer a full service that will give you:

- [SEO monitoring and checking](#)
- Meta and other website onpage content
- Backlinks. We maintain client campaigns and other offpage SEO content.
- Competition Monitoring - how do your competitors outrank you and what you can do to beat them!
- Social Integration

[Download your FREE Twitter Setup Guide](#)

