

Search Engine Marketing

What is Search engine marketing?

Search engine marketing is a marketing strategy involving a number of processes to provide internet exposure for your business via the search engines.

The processes involved in the Search engine marketing will include a combination of the following processes which can be tailored to suit your needs:-

- reviewing your website infrastructure and codings to ensure optimum visibility to the search engines
- reviewing your website from the users perspective, identifying and correcting any users difficulties. This may involve a web accessibility review
- performing a search engine audit on your website and your competitors website to provide you with a snapshot of the current search engine positioning
- search engine optimisation
- link popularity campaign

To find out how we can help you optimise your website, contact us today.