

- ▶ Website Design
- ▶ Search Engine Optimization
- ▶ Internet Marketing Consulting
- ▶ For U.S. based & International Companies

Internet Business Tip of the Month

The Value of Website Design Search Engine Optimization — Greatly Increase Your Online Success!

What do we mean by "Search Engine Optimization?" How can a company or organization select a quality SEO consultant to assist in website promotion, increased traffic & rankings the cornerstone of SEO?

Greatly Increase On-Line Success - Website Search Engine Optimization. It's the dawn of a new realization for companies with a website design. Many companies have an existing website, but may now realize that they are not getting enough business leads from their site, or possibly not getting as many as they have in the past. The following basic facts may help you in understanding some basic information about website promotion and optimization.

Search Engine Optimization Defined. Search Engine Optimization is a technically complex field, which implements a number of website strategies to increase the rankings and traffic of your site (when key words are typed into internet search engines such as Google, Yahoo, etc) thus often dramatically increasing website traffic, rankings, business leads, and potential customers that may contact you as a result. It is also referred to as Web Site Promotion, and Website



Positioning or Placement. A quality SEO company can assist in making a dramatic difference in the business results potential of a website.

Different Search Engines Yield Different Rankings. Google, Yahoo, Bing, are considered to be the 3 most popular search engines, with Google accounting for a market share of about 50%. Yahoo and Bing follow with about 25% and 18% respectively. Google continues to be a popular search engine. But each search engine uses different ranking algorithms (or technical equations) to determine how highly to rank a site for various key words phrases. As the engines use different algorithms, the results will vary from engine to engine. Google admits to applying over 100 different algorithms in ranking websites, thus you can see why SEO is a technically complex process (when it's done right!)

ALSO - Search engines are constantly changing their ranking algorithms.

New sites are constantly entering the marketplace - thus rankings of a website will change over time. Search Engine Optimization must be an on-going process to address the on-going algorithm changes, as well as increasing competition from other websites in the same business segment as yours may be.

What is a "Natural Search" Relative to Search Engine Results? A natural search result is the list of websites that come up when you type a key word phrase into a search engine such as Google, Yahoo, etc. They DO NOT by definition come up under "Sponsored Results" or "Sponsored Sites" listed. Natural results are websites that come up based on search engine optimization as described above. They come up based on their validity as determined by the search engines.



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MOST IMPORTANTLY - internet surfers strongly tend to view Natural Search Results as more credible and trustable than Sponsored Results. The goal of search engine optimization is to increase rankings and traffic that are obtained by "Natural Search Results."

What About Pay Per Click and "Sponsored Results?" Many Engines, including Google, Yahoo, Bing offer pay per click programs, and those companies which purchase a pay per click program will appear in "Sponsored Results" for different search phrases. How does this work? You contract to pay a certain amount of money to appear in the sponsored results. Let's say you sell website designs, and offer to pay \$15 every time someone types the key word phrase "website designs" into the search engine Google and clicks on your site. First of all, whoever is bidding higher than you will
(continued back cover)

What is "Search Engine Optimization?"

Those of us who like to surf the web have all heard of Google, Yahoo, and a few of the other popular search engines. Did you ever wonder why some sites come up at the top of the "list" when you type in key words describing information, products or services that you are looking for? Well, it's rarely an accident anymore! High search engine rankings are important to companies with web designs, because having this can result in new clients or customers. People will surf the net, type in key words describing products or services you offer, and if you are at the top of the list, they will look at your site and potentially take the next step in pursuing business with you. Non-profit organizations can benefit as well: this can create a tremendous amount of increased community awareness/support/participation for the organization. Very few web designers have the technical expertise to make this happen, so it's critical to request written "proof of performance" from a web designer before you hire them. We've been able to consistently obtain better than 99.5% of websites in this area. Have a look inside this newsletter to see the potential enhanced business results. **Furthermore, with increased competition on a daily basis from the billions of websites out there, it's critical to have an on-going search engine optimization program to keep you at the top of the list for rankings.** Search engines constantly revise the criteria they utilize to decide how highly to rank websites. So the on-going search engine work done by JCR Enterprise, Inc. considers these changes and keeps you on top. Additionally these SEO. programs are designed to maintain and **increase your website traffic, thus enhancing your business or organization's performance.**



JCR Enterprise, Inc.

A Marketing Resource for Internet Business

Website Design Search Engine Optimization
Marketing Consulting Promotional Publications

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Topics of Interest Newsletter
Featured in this issue:
The Value of Website Search Engine
Optimization Services

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Joanne Roach, President of JCR Enterprise, Inc., provides marketing consulting services to customers within Tampa Bay Florida, as well as International locations. A company focus has been, and continues to be web design, search engine optimization, and strategic internet marketing programs. While employed in various marketing management positions with Fortune 100 corporations, she was able to develop and execute marketing programs for local, regional, and international markets over a variety of product lines and services. With over 20 years of experience in the marketing arena, she has dedicated herself to a role of consultative professionalism, committed to enhancing the success of customers of both for profit and not for profit organizations. Marketing career awards include Hewlett Packard's Pinnacle Award, HP's LEAD Program Award, HP's Achievers Club Award, Honeywell High Talent Review Board, Honeywell "Winning Edge" Award, and Network of Executive Women "Member of the Year" Award. Education includes B.S. Engineering (Ohio State University) and MBA (Florida Institute of Technology).



(continued from page 1, newsletter cover Value of Website Design Search Engine Optimization Services)

be listed before you, with the highest bidder shown first, and so on. In our example, every time someone "clicks through" to view your site under the Sponsored Results for "Website Designs", you pay \$15. If 1000 people did this during an entire month, you will receive a bill for \$15000 for that month alone for just that one phrase. It can be costly! Although "Pay Per Click" results can produce business leads, the price tag can be significant. With Natural Search Results (as explained herein), there is no fee associated when someone clicks on your site.

Hiring a Company to Assist you with Search Engine Optimization.

Many companies offer this service, but it is extremely important to select a credible company that will provide you with an excellent return on your investment. Get results and proof of performance before you hire a website optimization company. Get several references. Search engine optimization is a very technically complex, and if you do a thorough job on the front end in selecting who you hire, you may save yourself thousands of dollars!

SEO requires an investment, but the investment can pay off many times over if an quality job is done!