

Why promote a website and what is SEO

To build a website and publish it is easy, anybody can do that. One can even purchase software or use your Internet Service Providers software to build your own website at little cost to you.

You might ask "if it so easy why can't my website be found?"

Scenario:

1. A Sydney skincare and cosmetics business has just paid good money for the creation of a new website. The owners expect their customer base to increase and their business to sell more products more products.
2. Research reveals that a search for skincare and cosmetics reveals that there are 355,000 website results for skincare and cosmetics Sydney search in Google.
3. That is a lot of competition for the new website. To be successful the skincare and cosmetics website needs to appear on the first page of generic searches or it will disappear in the 355,000

Lets go through the process from start to finish with Absolutely Stylish

Stage1 – The start of SEO:

- When receiving a phone call enquiry from a potential client we encourage discussion by asking if they have a few minutes to talk and explain what they require.
- We invite the client to meet and discuss their ideas, goals and business product and services.
- We set aside a couple of hours for the meeting which is informal; we open the discussion which may include options they haven't thought of.
- At this point the client may decide to go ahead; they will certainly have a better understanding of what it is all about.
- We demonstrate support software and results with previous websites.
- If possible we give them a quote or at least a general cost document which they can study at their leisure after they leave us.

Stage 2 – Planning and Strategy:

- Follow up with a phone call - the client may not be ready, may not have finished their research. They may have under estimated the cost and need time or may decide to go elsewhere.
- If they decided to go ahead with the project we will ask them a number of pertinent questions which they can answer by phone or email. This gives us something to work with prior to the next meeting.
- We then meet with our client to discuss strategy, their expectations, subjects, photographic material, time frame, finish date and anything else they to clarify or suggest.
- At the meeting a website is sketched out to establish navigation systems, page layout, text, colour schemes and overall appearance.
- We have been using optimisation techniques since the initial phone call.

Stage3 – Design and Development:

- If the design is accepted we start developing the website on the computer.
- Research takes place for the written content of every page.
- Navigation systems are developed and reviewed.
- Additional photographs may be requested or taken, graphic material developed or obtained from the client.
- The client will be invited along to advise and see how the website is developing on several occasions.
- Teamwork with the client is essential.

Stage 4 – Publication, Google Submission and Monitoring:

- Review of the website by the team.
- Publication to the internet.

Why do websites need promoting

- Review the website after publication.
- Submission to Google.
- Google have stated in the past that it takes between 11 days and 7 months to pick up the website and store it in its memory.
- We now monitor the website to ensure that the website is advancing through the generic search result pages as planned.
- Other methods of supporting the website and making it known to the public are used.

When should one optimise and promote?

When the situation requires it:

- If the website starts slip in generic search results.
- If the website cannot be found.
- If the website isn't producing the results you expected.
- When Google changes its search methods and it affects your website.
- When you introduce new products or services.

The four stages described on page one of this document are essential in taking clients websites to the first page of generic searches.

We offer our clients an optimisation and promotion service after publication.

NOTE: Client input is requested at every stage of development.

SEO is time consuming and cannot be achieved with mass produced websites