



> internet marketing - WebClinic

A face lift for a flagging e-business

For most companies, achieving a commercial internet presence involves a substantial investment of time and capital, however, like any advertising tool a website is only effective if it is given the proper exposure - and with over 10 million websites online today in the UK alone, it is likely that your website is lost in the storm. So how can you ensure that your investment is going to bring you results?

This is where employing the experience and expertise of the Business 1st WebClinic will give you the edge over your competitors. Unlike other companies we specialise in bespoke Search Engine Marketing in addition to creating dynamic website systems. This vast array of experience and skill ensures that clients adopting the WebClinic service will have the best chance of achieving long-term results on the worlds most popular search engines.

Simply hoping that your website will magically show up on the search engines is unrealistic and naive. Search Engine Marketing is a business and many companies allocate a vast amount of their budget towards it, since for businesses it accounts for a significant percentage of their annual revenue.

To succeed you need to first understand that Search Engine Marketing is not an exact science and there are no such things as quick results. In order to succeed you need to employ the expertise of professionals who can put in place a long-term strategy to firstly get you listed at the top of the search engines and secondly ensure your position is stable through ongoing work and monitoring.

All treatments start with diagnosis

Unlike most other services, the WebClinic service does not simply apply the usual surface optimisation techniques that all our competitors offer. We believe that although this kind of optimisation is good, you can no longer rely on it alone to gain good long-term results. We believe core level optimisation is required to gain the best and most stable results.

The WebClinic service provides you with a comprehensive health check which highlights all areas of the website that require work. So whether you have a new website or a website that is simply not performing, our expertise will highlight exactly what is needed to improve the site's performance. Once a diagnosis has taken place, we work closely with you to put right all the relevant issues highlighted by our health check.

The operating procedure

Step 1 : Diagnosis - Our Preparation.

The first priority is to evaluate your existing website. Our capable specialists will apply a thorough health check and research your industry for a list of key phrases that will generate the highest amount of targeted traffic towards your website.

Step 2 : Operating Process

Our specialists will then begin the complex operating process. At this stage we will make modifications to the code of your website which will improve the chances of search engines viewing your website favorably. During this process, the look of the website is not affected whatsoever. In addition to this, we will provide you with a comprehensive prescription of work that should be applied to your website in order to improve its overall suitability for the search engines.

Step 3 : Submission

Once optimisation is complete, your website is submitted to the search engines. Ongoing work is then applied every month to further enhance the websites chances of achieving its desired listings.

Step4: Maintenance

As part of the maintenance program we continue to submit the website to the search engines, increase and build the reciprocal links to and from your website and provide ongoing consultancy to ensure your website will always remain in the best of health. You will also be provided monthly reports which highlight the status of your website across the search engines. This will allow you to monitor the results and examine the difference our service has made to your business.

The WebClinic service provided by Business 1st is comprehensive, paying particular attention to the specific needs of our clients, unlike others who adopt a one solution fits all policy.

For further information on the WebClinic service please consult one of our consultants, or visit www.business1st.uk.com

> internet marketing - RankBuilder

Strengthen your search engine presence

Theme based marketing is one of the most successful ways of promoting your website on the major Search Engines. Content rich independent websites focussing on a relevant subject, linking to your primary website, can help increase your website's significance on the major search engines dramatically. It is a known fact that the more relevant inbound links you have pointing to your website

increases your chances of higher search engine rankings. This type of ranking is called Pagerank and is what makes Google unique. A strong Pagerank is the single most important factor when your website is being ranked by Google. RankBuilder is a revolutionary new service unique to Business 1st, that focuses on building the pagerank of the most important sections of your website.

Content is king

RankBuilder websites focus on strengthening your websites "stickiness" on the major search engines by displaying a high level of keyword rich content pages that link to your main website. These links then contribute to the overall

ranking you will achieve from search engines such as Google, Yahoo and MSN. As part of the RankBuilder software suite you have full access to update and manage the content within your RankBuilder website.

A complete independant system

As part of the RankBuilder service you will receive everything you need to ensure that your RankBuilder website runs independently from your primary website to ensure maximum benefit. As part of the service you will receive:

- > A Search Engine friendly domain name
- > Full design service
- > Website hosting
- > Search Engine Submission
- > Website and Keyword Statistics
- > Keyword and Content Manager

For more information on the RankBuilder service consult our specialist account managers or visit www.business1st.uk.com



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