

Website Design and SEO Frequently Asked Questions (FAQ)

My website cost me a small fortune yet I can't find it on Google anywhere! Can you help?

Yes we can help you.

It is an unpleasant fact that many business owners have had websites built which have cost serious money, yet have provided no value to the business. No sales or leads - no return on investment. The single biggest reason that expensive websites produce no business value is that in the main, websites have been built by either designers or programmers. Generally speaking, neither of these types of people have any expertise in making sure your website ranks well in Google. For that matter, they have no skills in finding out *what* keywords your website *should* rank for. Designers are good at designing, programmers are good at programming. It is unfortunate in a way that the website development industry has developed in the way it has - it has developed at a time when the average business owner does not understand how the internet works, or how online marketing should be done. In other words business owners, understandably, have trusted the flashy website design firm with their many thousands of dollars expecting a website that looks good as well as something that brings in more business. The 'looks good' part may have worked well - unfortunately the 'bringing in business' part rarely works because designers and programmers generally have no idea how to rank websites in Google.

So the best course of action is to accept that what is done is done, and to rectify the situation as quickly as possible. We can assist with a website overhaul so that your website brings in more business.

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Should I increase my budget and put more money into our website and online marketing?

Yes, and Yes.

The most important thing is that you increase the budget from the right area, and to **not** increase your I.T. or Computer Equipment budget. Your website and the marketing of your website is a sales and marketing cost - it has nothing to do with I.T.. Some business owners make the mistake of thinking that their website development and costs are related to computers and IT; the thinking is that since the website is visible on the computer, then it must be a computer related item. So yes, increase the advertising budget to take care of your website and online marketing costs. We can even help you identify 'traditional' advertising costs which can be cut and the proceeds put into your online marketing which will bring you more leads and sales.

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My site is built in 'Flash' which I have heard is bad - is it?

It depends on your product or service and the market you are going after. If you are in a field that values design and it is important that the look and image of your website is crucial, and you don't need to market your website then it is perfectly fine to use Flash. However, most websites do not need high level design and DO need to promote their website online. In most cases Flash is a bad idea - this is because Google can't 'see' the text on your site so doesn't know what it is about, giving you low or non-existent rankings. Furthermore, you are unable to update your website unless you pay your designer extra fees. In most cases we can rebuild your site in standard html (website language) with good design and high Google rankings. Unfortunately it is not possible to 'modify' or 'update' a Flash website to be more Google friendly or be up-dateable.

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What about Blogs? Everyone tells me I need to have a Blog. What is that?

Its not true that every website owner must have a blog. A blog is a self contained part of your website that shows 'posts', or articles, that you publish regularly. Each time you post, Google will find that post and index it. This means that over time Google will build a strong index of your site and what it's about, which also means that your website will rank higher and higher for the keywords found commonly in your blog posts.

For example, let's say that your website is about your curtain products. You could start a blog about curtains, and each post will feature some information about the topic 'curtains' - one post is about how to hang curtains, another could be about how to clean curtains and so on. Over time Google will start to rank you very well for keywords around the theme curtains: 'curtain cleaning', 'buying curtains' etc..

We can install a blog on your site easily, and even help you with post ideas and editing. This will increase your rankings in Google substantially.

If you have a blog but it doesn't seem to doing anything for your rankings, we can assist you by configuring the blog correctly for maximum Google results.

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I have an old website. Can you update it for me?

Yes we can! Many businesses and organisations have websites that are 3 or 4 years old, that are no longer providing any value or need major updating. We can rebuild your website from the ground up and also ensure that it is found in the top Google rankings as well. We can also provide a simple CMS (Content Management System) on certain pages so that you or your staff can update text and images (saving you a fortune in ongoing fees).

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