



Website Marketing



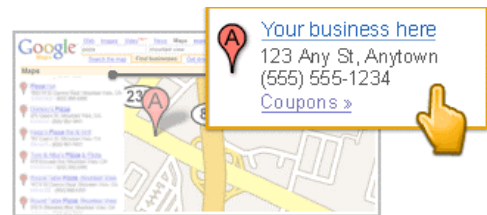
Google Maps

The mapping section on Google appears when a local search is conducted. i.e: "Roofing High Wycombe" or "builders Uxbridge" for example.

If your business scope is local then this is an ideal place for your company to be found, due to it's prominent positioning on Google's search page.

Good news, it's free

Currently, Google are not charging per click for directing traffic to your website from it's mapping section.



Npwebservices can generate listings for your business which include:

- 1) Pin on map
- 2) Telephone number
- 3) A direct link to your website
- 4) email link
- 5) Listing for up to 5 categories / search terms
- 6) Descriptive paragraph about your business
- 7) Additional info: opening times etc...
- 8) Coupons – Offers you may want to promote

Getting started . . .

If you would like your business to appear on Google maps please contact Npwebservices on:

Telephone:

0203 002 0710

email:

info@npwebservices.co.uk



npwebservices

Website Marketing



SEO Search Engine Optimisation

Search engine optimisation basically means carrying out a number of processes to your website to make it more likely to gain an enhanced position within the natural listings of the major search engines

There are no guarantee's with SEO and it is always a work in progress to obtain and retain your desired positioning. Having said that Npwebservices are very successful at providing companies with beneficial positions on major search engines such as Google, Yahoo and Bing (MSN Search)

The real advantage of having a priority position within the natural or organic listings is that you do not pay each time for potential clients to visit your website.

Npwebservices provide proof of positions obtained for your company and strive to increase visitors to your site on an ongoing basis.

Getting started . . .

Firstly we conduct a scan of your site and advise you of all aspects that can be improved upon.

We then compose coding to optimise your website which we forward to your web designer to implement.

When implemented we manually submit your domain to the major search engines on a monthly basis.

If you would like Npwebservices to optimise your website please contact us:

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Website Marketing



Google Sponsored Links

Otherwise known as pay per click, Google sponsored links allow you to effectively select where and when you appear within this section (above or to the right of the natural search results)

The main benefit is that your listing only appears within a catchment area of your choice and only to people who are specifically looking for services you offer. Meaning that every visitor to your website is a potential customer



Npwebservices create Google accounts on behalf of our clients and provide ongoing management and reporting.

Sponsored links are very flexible, you are not committed to a contract of any length and you only pay a designated amount when a potential customer is looking at your website. Basically you select a monthly budget you'd like to invest with Google then leave the rest to us to obtain as many visitors to your website as your budget allows.

Unlike many re-sellers Npwebservices do not place a mark up your click cost. You pay Google directly via direct debit and receive cost price clicks.

The budget required to appear effectively varies from industry to industry. Npwebservices can provide an accurate estimate for your business type and give you a clear indication of what you can expect by way of results.

Getting started . . .

If you would like your business to appear on Google's Sponsored Links please contact Npwebservices on:

Telephone:
0203 002 0710

email:
info@npwebservices.co.uk