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Internet Business Tip of the Month

The Value of Website Design Search Engine Optimization

What do we mean by "Search Engine Optimization?" How can a company or organization select a quality 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 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 search engine optimization.

Search Engine Optimization Defined. Search Engine Optimization is a very 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,); 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, MSN, AOL, and Netscape are considered as the 5 most popular search engines, with Google accounting for over 50% of all search results. Google continues to be a popular search engine. But each search engines use 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 such a technically complex process (when it's done right!)

ALSO - the major search engines are constantly changing their ranking algorithms. And 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 resulting 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 underneath the "Sponsored Results" or "Sponsored Sites" listed by the search engines. Natural results searches are websites that come up based on search engine optimization as described above. They come up based on their own value and validity as determined by

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by search engine algorithms. 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" within the search engines.

How About Pay Per Click and "Sponsored Results" Many Engines, including Google, Yahoo, MSN 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 \$1.15 every time some 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 be shown higher in the Sponsored Results. It's basically a bidding war, and whoever pays the highest (continued—back cover)

Web Design and Search Engine Optimization Results, Case Study 1

Scar Heal, Inc (www.scarheal.com) Provides Proven Skincare and Skin Therapy Products to the Global Marketplace. This website design includes an e-commerce shopping cart. For 7 years prior to hiring JCR Enterprise, Inc, a completely different design with an e-commerce shopping cart was utilized. Glen Joyer, President of Specialty Systems hired us to completely redesign the aesthetic appearance, marketing content of the site, as well as perform search engine optimization. The goal was to increase web traffic and number of orders placed on the website. JCR Enterprise completely re-designed the look and feel, text and marketing content of the site. In essence, a completely new site was created, and extensive search engine optimization was performed on this website.



"I am extremely pleased and happy with my site. I very much like this in that I am a perfectionist and want the best . . . and I truly believe I got it. You are the best and thanks for everything"

*Glen Joyner, President
Specialty Systems Skincare, Inc.*

RESULTS:

Website Traffic 170,501 hits per month

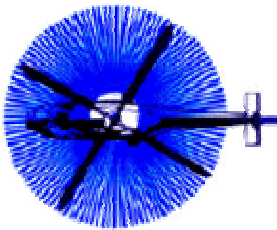
BEFORE Web Design and S.E.O. program by JCR Enterprise:
19,000 hits per month

AFTER Web Design and S.E.O. program by JCR Enterprise:
170,501 hits per month

Increase in Website Traffic: 900%

Increase in Orders Placed on Website E-commerce Shopping Cart: 667%

Web Design and Search Engine Optimization Results, Case Study 2



HP Aviation, Inc (www.hpaviation.com) provides the global helicopter marketplace with helicopter parts and spares. Prior to JCR Enterprise, this company utilized a completely different website design for 3 years, created by another web design company. Search engine rankings were virtually non-existent and virtually no leads for new business were received from the website's presence on the internet. JCR Enterprise completely re-designed the look and feel, text and marketing content of the site. In essence, a completely new site was created, and extensive search engine optimization was implemented.

RESULTS:

Website Traffic 74,833 hits per month

BEFORE Web Design and S.E.O. program by JCR Enterprise: 1000 hits per month

AFTER Web Design and S.E.O. program by JCR Enterprise: 74,833 hits per month

Search Engine Rankings - Ranked in the top 5 of websites listed worldwide, in 18 out of 18 international search engines relative to key word phrases describing products offered.

Increase in Sales Revenues: 800% and Rising

"This website design has been a cornerstone in taking our business to the next level - in expanding our global helicopter parts aviation marketplace, and significantly increasing our revenues."

*William Roach, President
HP Aviation, Inc.*

Web Design and Search Engine Optimization Results, Case Study 3

Spectrum Business Services, Inc. www.lighting-spectrum.com, provides complete solutions for lighting products and lighting maintenance services throughout the United States, and serves global customers as well. A business specialty is provision of lighting bulbs and products and lighting maintenance services to the theater and cinema industry. This project includes a custom website design, an e-commerce shopping cart with a comprehensive selection of lighting products and specialty bulbs, and advanced search engine optimization.

featured
project



RESULTS:

Website Traffic: Over 82,000 hits per month

“It’s an understatement to say that I am impressed and pleased and surprised to see how many orders we have gotten from our website.”

Lane Rickman, President

Spectrum Business Services, Inc.

This website demonstrates the power of customized website design, combined with an e-commerce shopping cart, and advanced search engine optimization: For a company such as Spectrum, which markets in a B 2 B (business to business) global market environment.

Web Design and Search Engine Optimization Results, Case Study 4



Susan J. Geier Photography, Studio 212 Gallery (www.photobysjgeier.com). Photographer Susan J. Geier employs a photojournalistic approach, and specializes in Wedding, Occasion, Portrait, Promotional, and Corporate Photography. This website was a completely new design, and search engine optimization was incorporated from the front end of design.

RESULTS:

Website Traffic 71, 800 hits per month

BEFORE Web Design and S.E.O. program:
2718 hits per month

AFTER Web Design and S.E.O. program by JCR Enterprise: 71,800

Increase in Profit Revenues: Greater than 350%, and Continuing to Increase

Search Engine Rankings - Ranked in the top 5 of websites listed worldwide, for key phrases, in 24 out of 25 international search engines relative to key word phrases describing photography services offered

“If I have done one thing over the last year to greatly increase my business, it was to hire you (JCR Enterprise) for my web site. I feel like I should buy a billboard on Highway U.S. 19 to tell everyone what a great job you do!”

*Susan J. Geier, Owner,
Studio 212 Gallery*

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 more than 4 Billion 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 s.e.o. programs are designed to maintain and increase your website traffic, thus enhancing your business or organization's performance.



JCR Enterprise, Inc.

visibility for versatility marketing
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Topics of Interest Newsletter

Featured in this issue:

The Value of Website Search Engine Optimization Services

Also, Potential Enhanced Business Results from Search Engine Optimization (See Inside Story!)

Joanne Roach, Principal 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, promotional publications, and strategic 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 15 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 Studies (Florida Institute of Technology).



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

amount is shown first, and so on. Every time someone "clicks through" to view your site under the Sponsored Results for "Website Designs", you pay a \$1.15. If 1000 people did this during an entire month, you will receive a bill for \$1115 for that month alone. It can be costly! Although "Pay Per Click" results can produce business leads, but the the price tag can be significant. In contrast to Natural Search Results (as explained above), their is no fee associated when someone click on your site, if the site comes up under the "Natural Search."

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 and don't be afraid to call them to ask questions about how much business and potential customers they have gotten from retaining the SEO firm. What traffic and ranking increases have their optimization customers gotten from their SEO program? Search engine is a very technically complex, and if you don't do a thorough job on the front end in selecting you may waste thousands of dollars! SEO can be very time consuming and technically complex to implement for a website design.

SEO requires an investment, but the investment can pay off many times over if an excellent job is done! Take your time and research the alternatives.