

Simplicity



Balance

Web Design

The internet has now become the 21st century version of the phonebook. More and more people now turn to the internet first to find information on local businesses: location, directions, phone numbers, hours and product information. According to recent surveys conducted by Webvisible and AC Nielsen, 63% of consumers and small business owners turn to the internet first for information on local businesses. And, this trend is accelerating.

Your web presence does not have to be a traditional custom coded website. Other alternatives are: social network pages (blogs, Facebook), YouTube videos, or existing online marketplaces. One of these alternatives, or some combination of these and a custom website, may be perfect for your needs. We'll talk about your vision for your business / organization and arrive at an appropriate strategy.

- I offer an affordable web presence for small businesses / organizations
 - Custom websites
 - Custom databases and web applications
- My web projects are search engine optimized from the very beginning

Search Engine Optimization

It's not rocket science! Using the Google Webmaster Guidelines, I will examine your existing site and make recommendations. Often times we only need to change page titles, URLs, HTML tags, and some content changes to utilize the relevant keywords for your business or organization.

It's a 3 step process.

- Perform a keyword analysis:
 1. Determine the list of keywords that people would use to search for your site.
 2. Determine how you rank now based on those keywords.
 3. Recommend what content or program code must be changed on the pages in the site to match the keywords people will use to find your site. This might involve page titles, metatags, URL names, and most importantly – the words on the pages themselves.
- Make the program changes to optimize the site.
- Prepare a plan to monitor the site's ranking and update content as appropriate to maintain the preferred ranking.

References:

Tony Balio – www.ajbadvisors.com

Mary Marconi-Popiel – www.specialoccasionsontheavenue.com

Tom Wangler – www.confidentaire.com