

Here are a few Frequently Asked Questions with some answers – if you have some questions do not hesitate to contact us and we will try to give you a straight answer.

What is the most important aspect of a website for a small business?

That it answers the questions that people are searching for. How do you know what these are? Ask your clients. If you can stimulate through text or a graphics when they land on your website they will look further and hopefully convert. Make sure the site looks professional and you can fulfil the services you are offering, never offer something you can't complete and provide some feedback from previous clients. This will offer some level of assurance to the end user (but don't make it up and always ask the client for permission).

How important is the design of a website?

Design is a key part of a website. The look and feel of the website will portray a level of confidence to the end user and present an image of professionalism. The proper and correct use of graphics will make or break the impact of the site. Not all users however like graphics, many prefer textual websites, and so you need to get the mix correct. We prefer websites that are clean and uncluttered, with a centred layout – not set to fill the whole width of the screen and a good amount of white space & graphics that fit the colour.

How do you see how many pages of your website are ranked in Google or any other search engine?

Use the link:www.domainname.co.uk statement in the search engine search bar. This works in both yahoo and Google. However if you wish to get a better picture you can sign up for Google webmaster tools and also the Yahoo site checker tool, both of which are free.

Why don't you appear number one in Google for a desired search phrase?

There are a few reasons for this one.

Firstly, the search phrase you are using is too competitive.

Secondly, and usually a good one which is easy to address, your page content does not focus onto that search phrase and the page title doesn't reflect the search phrase you are trying to target.

Thirdly, the search engine may not have indexed your site.

Fourthly, the site might not be search engine friendly, even if the search engine found you it would not be able to index the page content.

Finally, because you have no or very little quality inbound links. Search engines take this into consideration when ranking a web page for a search phrase.

Why should you pay for an online ad?

Online ads such as Pay Per Click can help drive traffic to the website. If done properly then the person clicking the advert should already be searching for the product/service you offer. As long as your site has a compelling call to action with a clean friendly look and feel, you should be able to convert them into a paying customer.

How do you localise my online marketing?

A large proportion of people are now searching for services and products in their locality. Also look into using the Google Local service. This will put you at the top of the browser window in Google for specific search phrases for free.

How do you benchmark my competitors' websites?

There are a number of tools available but for starters you can use the [info:www.domainname.co.uk](#) command in Google to give a view of all inbound links to website. Type the search phrase you want to be listed into Google and use the above command to check your competitor's sites.

How do you see how many websites link to mine?

Use the [site: www.domainname.co.uk](#) command in Google and also [www.domainname.co.uk](#) will retrieve all sites that contain your domain name.

How do you drive traffic to your website using offline techniques?

Continue to use standard marketing techniques, letterheads, business cards etc. You should not stop all standard marketing just because you have a website.