

Launching a Product or Service?

If you're planning on launching a new product or service soon, you're probably assessing which marketing methods will work best.

Advertising? Cold-calling? Networking? And what can you do to get your product or service onto the first page of Google?

Effective search engine optimisation (SEO) can be a costly and time-consuming process, not really what you need to be worrying about in the initial start-up phase of a new product or service. So what can you do NOW to help achieve strong SEO rankings without spending a fortune?

Business in Berkshire are launching a new product ourselves: a web-ready-optimised website package with the primary function of achieving good results on Google (and all the other major search engines).

Actually, although we say it's a new product, it is really a development of what we've already been doing successfully for years: helping our members get noticed by Google. Search engine SEO is all about driving qualified traffic to your website via the search engines – a flow of potential customers that will help you build your business.

Our new minisites feature all the ingredients that search engines look for: keyword-rich content that is regularly refreshed, plenty of inbound and outbound links, plus all the appropriate headings, page titles, and tags that help the search engines find you.

Rather than spend time and money on a search engine SEO campaign to save a flagging website, why not just start out on the right track to begin with?

For more information, please contact us on 01753-852904.



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