

Footmark search engine optimisation

Search engine optimisation (SEO) is an essential part of any website creation and website marketing strategy. With many new websites being built with search engine optimisation, existing websites built without optimisation and ongoing maintenance will start to lose their prominence - something no business can afford to let happen.

There are companies offering search engine optimisation who will try to fool the search engines into placing your website higher up the rankings, but this doesn't always work in your best interests. The search engines are very aware of people cheating the system and will blacklist your website if they find evidence of it. What could start out as a short term gain could quite easily turn into a costly web marketing nightmare.

At Footmark we offer both short term (pay-per-click campaigns) and long term solutions, working with the knowledge that a sound understanding of search engine preferences together with good targeted content and well thought out structuring and navigation produce the best lasting results. We also provide detailed user statistics through our hosting service, enabling us to analyse the effectiveness of any search engine optimisation implemented.

Search engine optimisation services:

Our search engine optimisation services are available for new websites as well as for website upgrades and 'makeovers':

- **Keyword and key phrase research**

Keywords are essential to a good search engine optimisation campaign, and we will guide you through choosing the best words and phrases for your targeted markets.

We use online tools to check the usage of keywords as search terms and the number of resulting 'hits'. With this information we can refine your choice of words to those keywords which will place you in front of your targeted market and higher up the rankings. We will also research and recommend additional registration of domain names.

Footmark's background in traditional marketing gives us the experience to analyse your business and target market and create 'out-of-the-box' keyword and key phrase solutions.

- **Website restructuring**

Although this sounds fairly major, restructuring your website for search engine optimisation can be a simple job, depending on how your website is built. Having looked at the structure of your website we will report back to you with a list of priorities of changes to your site and the cost to make these changes.

- **Website copywriting**

Writing for the web is a specialised skill in its own right requiring knowledge and experience of marketing methods, user interface design and creative writing. When you add the keyword and text guidelines required for search engine optimisation the task of writing good, approachable and appropriate text gets a whole lot more complicated.

At Footmark we not only have the experience and skill to handle this, we also enjoy the challenge it can create! We can write optimised copy for a single page as part of a one-off targeted campaign (perhaps for a product launch, an event or new service) or we can rewrite the content for your whole website – this may include some changes in structure and the addition of extra pages.

- **Researching and joining website directories**

One of the most important aspects of search engine optimisation is creating links to your website which will bring your targeted audience to your website. Increasing your traffic is useless if the visitors generated are not interested in your product, service, event or website experience.

To get targeted links we will submit your website to the most appropriate directories and to the major search engines, and will help to identify websites for contra deals and contra links. We will also create targeted links for you in our own clients' directory.

- **SEO management and maintenance**

The world of internet marketing is changing all the time, and one of the challenges is to maintain your website profile.

Our search engine optimisation services can be used for productive short term marketing requirements, but for long term internet marketing your website will need to be managed on a regular basis.

At Footmark we will perform the on-going research, adjustments, analysis, and rebuild and rewrite required to maintain and grow the profile of your website so that you don't have to waste your time on monthly, weekly or even daily analysis and changes.

> [Contact us](#) for more information and quotes on search engine optimisation

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