



**CoolfishWebDesign**  
*Creative Web Solutions ~ SEO Certified*

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## **Web Marketing Consultation:**

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A website is a tool to expand sales, offer services and create brand awareness. It should have the most up-to-date information relating to your business for your prospects and be available 24/7.

More than ever, it is now the first and sometimes only impression your company gets to make. Because of this, it needs to be flexible and dynamic enough to capture changing offers, updated news and contain incentives for bookmarking and repeat visitors.

Most importantly, it needs to display who you are and what your products/services are using a high-impact design that is intuitive, clean and simple to comprehend.

In addition to the visible development of a web site are the aspects that can make the difference between success and failure. Is a site truly great if no one ever finds it? A critical aspect of development incorporates the marketing of the website through search engines.

Coolfish Web Design can track web results better than any other advertising source. We understand the variables at play, and we know how to manipulate them to optimize your return on investment. We offer the deepest knowledge and understanding of web design, online marketing and search engine optimization. This is the recipe for your successful web presence.

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## **Web Presence Topics Discussed:**

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### **Topic 1:**

#### **Driving Revenue through a Great Web Experience**

- Is your website's first impression effective? How do you know?
- Is there an intuitive Call-To-Action on your website and is it as effective as it could be?
- Is your measure of success effectively matching your website's call to action?
- Was the website designed and developed with target market analysis?
- What are people doing when they go to your website? How long do they stay? Do they return?
- Is your website being adapted and optimized to what users are doing and what is bringing them there?
- What should be the relationship between a sales person and the website?
- What is the difference between Reactive Web presence and Proactive Web presence?
- How can I use email campaigns to complement and expand my online presence?
- Can we track ROI based upon other advertising sources?

- What are the biggest misconceptions about a company's web presence?
- What is the relationship between conventional ad design and your websites Home Page?

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## **Topic 2:**

### **Search Engine Optimization (SEO)**

- Are the right people finding your website? How are they getting there?
- Do you know how Search Engines work and which are important?
- Do you know how your website ranks and what determines this?
- Should businesses utilize pay-per-click campaigns? Which are effective? How is it managed?
- What is the difference between Organic Ranking and SEM?

### **Search Engine Marketing (SEM)**

- Should you advertise on Search Engines & Social Media Sites?
- How can it SEM benefit Organic Rankings?
- Who should manage your advertising campaigns?
- How do you know if SEM is effective?
- What is the difference between SEO and SEM?

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## **Topic 3:**

### **Social Media (SMM) and Advanced Technologies (SMS)**

- Which new technologies should you integrate into your website, and how?
- Customized Facebook, Twitter, Myspace, YouTube, Blogs, Email Campaigns
- Could Social Media improve or affect my website rankings and success? Is it measurable? How can it be used effectively?
- Which Social Media applications work best for me and how are they determined?
- How important are Smart Phones to your online presence?
- Are "Chat Now" and SMS features important?

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## **Topic 4:**

### **Search Engines & Sub Search Engines**

- What is Google Analytics, how does it differ from other Web Tracking Solutions?
- Do Sub Search Engines help in exposure?
- What is the difference between Organic and Sponsored results?
- How do Maps help in Search Features?
- Do Videos and Images play a roll in Organic ranking?
- What drives high organic ranking and how do I stay in a high position?
- Why is my competition consistently higher in ranking? What factors determine this.