

Press News

Effective Web Site Promotion from 1st Choice Promotions

With over a billion web pages on the internet, there is a never ending battle for web site owners to attract more visitors to their site.

Search engines are the place that most think of as the starting point in this on line promotion process, and whilst there are no guarantees, there are ways of improving the chances of being listed on the top search engines - and that's what 1st Choice Promotions is all about.

Principal Derek Chambers has studied how the main search engines work - what they look for when indexing and what can actually get a web site banned from a search engine.

There are various techniques which will improve a site's chances of getting listed higher up - and Derek has put together four promotion packages aimed at any web site owner wanting to increase the number of hits.

They range from the Bronze package, a quick effective submission to the top 10 search engines plus 2500+ search engines, directories, yellow pages, classified sites and the highest traffic FFA sites, right up to the Ultra Package which offers detailed examination of a site including its META tags resulting in a detailed report with suggestions of improvement. Custom META tags are prepared plus feedback on necessary additions to the html code. There is also ongoing monthly on line placement reporting for the main page, monthly online submission reporting for main page, construction of 5 doorway pages and full e mail technical support.

Derek also offers other services such as the construction of special "doorway" pages and the research of keywords for specific pages and sites.

Derek's current customers include Hampshire based Associate Internet Promotions who design web sites for a range of small businesses. About 20 AIP sites have been given the 1st Choice Treatment so far . Another site that Derek has worked on is www.nohiding.com, a private detective company. Recently this site was ranked in the top 10 on Yahoo, Excite and Alta Vista.

Derek says that the secret of successful search engine submission is keeping up with how search engines and directories index their sites, and how a site's META tags and html code can be improved to fit this criteria. Derek also warns against companies who promise to guarantee high listings.

"Some companies, " he says, "promise top ten listing or guaranteed placement in Yahoo! and so on. These simply cannot be promised, since the placement is not in their hands. Unless they offer money back on failure to deliver, these promises mean nothing. Also If a company suggests that they will get you in the top ten on every major portal for all your key phrases, then they are being unrealistic. This suggests that they have not really tried promotion before, or are simply lying. Remember that every web site in the listings will also be competing for placement - not everybody can win."

Nothing can be guaranteed in the area of internet search engines, but using the techniques and the knowledge that Derek has will improve a site's chances of getting listed and staying there.

Full details of all the 1st Choice Promotions products can be found at the company web site at www.1stchoicepromotions.com or give Derek a call on 0870 740 2099 or 0956 412 059

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Their web site can be found at www.1stchoicepromotions.com