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## Website Marketing: Frequently Asked Questions

### 1. How can I drive more visitors to my website?

Unfortunately, “if you build it, they will come” does not hold true for websites. As with any other business, customers will not visit

you if they do not know you exist. This is where website marketing comes in. Companies that handle marketing your website will make sure that people see it when they are looking for the product and/or service that you offer. It can bring you much more income than putting an ad in your local business phone book! [Gunner Web Group](#) will drive targeted qualified users to your website and free up your time to run your business.

### 2. Why should I hire a company to handle the marketing for my website?

Before the Internet, business owners commonly advertised through newspapers and magazines, radio, and television. While some online companies still engage in that kind of marketing, it is much less important than getting your website in front of users online, when they are looking for what they need. Marketing a website online requires in-depth knowledge of search engine rules, a thorough analysis of the competition and an awareness of the best places for ads. This kind of expertise cannot be acquired overnight. SEO includes technical skills that many business owners simply cannot afford to spend the time (or money) to bring in-house. Sit back and relax and let [Gunner Web Group](#) do it all for you.

#### We Do It All For You!

	GWG	Others
We'll analyze your web site and plan a successful campaign.	✓	✗
We'll analyze your competitor's web sites to gain market intelligence.	✓	✗
We'll develop targeted keywords and unique advertising copy to sell your business.	✓	✗
We'll manage your advertising buys, track their performance, and send you reports.	✓	✗

### **3. What is Search Engine Optimization and why is it so important?**

Most major search engines send out automated programs, called “spiders” to index websites. These spiders examine a website to determine where that site should stand in the rankings when users put in particular key words. Search engine optimization involves setting up a website in such a way that the spiders will give it a high ranking and the site will be one of the first ones to come up when someone searches on the particular term the website owner targeted as important. Websites that show up closer to the top in search engine results are more likely to get visited...**and more likely to make the sales.**

### **4. Why should I hire a company to optimize my website for the search engines?**

Each of the major search engines boasts its own rules for what it considers ethical and unethical search engine optimization. Some unethical optimization techniques, such as keyword spamming, will get a website banned from being listed in the search engines at all. Even if a website follows the rules, it faces other problems. Spiders might experience problems indexing Web pages that are set up in certain ways, and refuse to “crawl” them. A website marketing company familiar with search engine optimization techniques will spot these problems and help the client take immediate steps to fix the situation.

### **5. How long will it take to optimize my website?**

This depends on a number of factors. Many commerce-related terms tend to be highly competitive in the search engines. You can expect the process of optimizing your website to take longer if your competitors already boast highly optimized websites. On the other hand, if any optimization has already been performed on your website, the process might take less time – or more time, if it was done poorly. It is important to be patient; it could take from three to twelve months before you achieve your goals but you should start seeing results within the first month. [Gunner Web Group](#) will get you up and running fast! Most of our clients see higher traffic after just a short period of time.

### **6. If my website is optimized, why are online ads still important?**

While SEO is an important first step for a successful online marketing campaign, it is only the first step. Since the spiders’ method of reading HTML code changes, there is no guarantee for permanent placement. Online ads, on the other hand, offer guaranteed exposure. They can work synergistically with an optimized website. For example, if your website is optimized in the search engines to place highly when a user searches for particular keywords, placing an ad that also comes up when those words are searched for

will increase your visibility – and increase the chances that a user will click to your website to find what they seek.

## 7. How much will this cost?

The proverbial saying “you get what you pay for” holds in this area as well. Some individual consultants will do SEO for \$2000 per month or less. Some large SEO and website marketing firms may charge large companies in excess of \$30,000 per year for their services. Some website marketing firms may charge \$500 per month. You still get the services of highly trained and experienced personnel dedicated to helping your online business grow.

[Gunner Web Group's](#) service will typically be less than \$2,000 for the all-inclusive initial setup and full optimization, monitoring, adjusting and reporting results to you. This fee covers your first three months of service with a small monthly maintenance fee (\$125) after the first three months. **As you can see, we are much less expensive than the competition and deliver proven results!**

## 8. How do I know that I am getting value for my money?

Again, what is true in other areas holds true for website marketing companies. In particular, ask for references. Do not simply ask the references if they were satisfied; ask for details about the process. If you find out, for example, that the website marketing company helped them to set concrete, realistic goals, and kept the client informed throughout the process, this is a good sign. Of course, you should ask whether they achieved their results as well!

Which brings up the next point you should ask about: does the website marketing company offer a guarantee? While it may be technically impossible to guarantee a top spot in the search engines with SEO, some website companies will offer a written guarantee that you will receive a specific number of visitors to your website. Read these guarantees carefully; make sure you understand the conditions (if any) that void the guarantee, and what the company will do to make good to you if they do not fulfill their end of the bargain.

We make no absolute guarantees as to your precise number in the search engines as that is impossible. If you find someone who guarantees you a precise number, “We guarantee you a #1 placement!”, run, don't walk away. We do guarantee that your rankings will improve dramatically and your internet marketing program will be much more effective!

