



Online Marketing

SEO : E-Commerce : Web Design : PPC

DCS: Online Marketing Specialists

Based in Boston Spa near Wetherby and Doncaster, we have a team of professional web developers and e-marketers who can help you achieve your goals on the web. DCS Intramation have successfully helped businesses to establish a presence on the internet. Our designers and online specialists will work with you to provide great results and a truly excellent service.

The websites we produce are to a very high standard and are individually designed in house by dedicated web professionals tailored to your exact needs. All services offered are of the highest quality and guaranteed to increase your online presence and help push your business forward.



Do you want to:

- Enhance your existing web presence?
- Sell products and services to a global market?
- Create a professional online platform?
- Use budget controlled online marketing?

If so then you need:

- Search engine optimisation
- E-Commerce
- Web design and creation
- Pay Per Click

Web Design



Just as each company is different, so are the web sites we create, with each one being **tailored** to your **business' specific needs**. Establishing an **Internet presence** is one step in our complete **e-Business strategy**. Each experience is individually tailored but we will broadly work through the following steps with you:

- **Analyse:** Analyse the business, market, culture, identity, competition products and services
- **Evaluate and Discuss:** Talk through and decide the direction of the website with you.
- **Development options:** Text based, multimedia, flash, graphics, streaming audio /video etc.
- **Site Design:** A formal presentation of the current decisions and prototypes.
- **Review:** Incremental development, with emphasis on your feedback and future ventures.
- **Testing:** Formal testing across multiple browser and platform combinations. Audience reaction, client acceptance and review.
- **Hosting:** We can help with the important decision of selecting a host. Choice of domain name, bandwidth, access to code bins, and statistics all affect the choice of Internet service provider.

PPC is an online advertising format that **allows you to buy your way to the top** of search results pages for search phrases relevant to your business. Businesses buy advertising on **specific search phrases**, and are then charged each time a person clicks through to their website. They call it **pay per click** because you only get charged when your ad is clicked on. You don't pay for searches on your keyword rather you only pay when a search has an associated click.

- **Cost Effective:** Only pay when a searcher clicks on your add.
- **Budget:** Set a cost limit of how much your company would like to spend.
- **Bespoke campaigns:** Decide on keywords most relevant to your campaign.
- **Increase traffic:** Click throughs direct customers straight to your website.
- **Targeted Marketing:** PPC adverts only displayed to your target market.

Pay Per Click (PPC)





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Search Engine Optimisation (SEO)



In the early days of **search engines** it was simply a matter of placing **keywords and phrases** throughout the pages of your website and this would ensure you rank highly. However, with billions of web pages now online **good SEO** has become somewhat of an art with certain tried and tested techniques that get results. Although keywords and phrases are still important, it is **no longer** simply a matter of including keywords and phrases within your textual content, and doing so disproportionately is often frowned upon. Factors to consider include:

- **Text based relevant content.**
- **Changing and up to date content.**
- **Text location.**
- **Link building**
- **On and off page optimisation.**

A balanced and professional mix of the above will guarantee a successful SEO campaign, helping your company in essence, achieve a higher search engine ranking and thus, attracting more customers. There are also other benefits to search engine optimisation including:

- **Brand awareness:** Many people do not realise SEO exists and automatically assume you are a "big company" because you are top of the Google rankings.
- **Traffic generator:** Simply, if your website is ranking high for popular terms then you will receive clicks from users which in turn will strengthen your SEO.
- **Increase revenue:** As traffic increases to your site through SEO, sales will also increase. If they don't then it is an indicator your website needs re-working.
- **Low cost high value:** Compared to other forms of marketing, both online and offline, SEO has a very high ROI.



In a nutshell SEO has proven very effective to businesses looking to increase their online visibility and increase sales. If you haven't already, now is the time for SEO!

E - Commerce



There are many '**Out of the box**' ecommerce software packages on the market today. The biggest problem is that they tend not to offer the flexibility and management of a **bespoke solution**. DCS Intramation offer ecommerce solutions that are **tailored towards your business**. These solutions are easy to **manage, secure, reliable** and include:

- **Advice:** On the different e-commerce functions available.
- **Setup:** Including the policies that need to be in place legally.
- **Configuration:** Integration of merchant bank accounts.
- **Activation:** For taking of online payments via debit or credit cards.
- **Analysis:** Reviews of e-commerce performance and strategy.

For more information and impartial advice on any of our E-Marketing Solutions CONTACT US NOW.

IT & Telecoms Services - Accounts Software Support - Bespoke Software - Web Design & E-Commerce - Search Engine Optimisation & Telemarketing

DCS

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