

## TOPICS OF INTEREST

# JCR Enterprise, Inc.

visibility for versatility marketing

Website Design

Search Engine Optimization

Marketing Consulting

Promotional Publications

Internet Business Tip of the Month

## The Value of Website Design Search Engine Optimization – Greatly Increase Your Online Success!

**What do we mean by "Search Engine Optimization?" How can a company or organization select a quality SEO consultant to assist in website promotion, increased traffic & rankings . . . . the cornerstone of SEO?**



Positioning or Placement. A quality SEO company can assist in making a dramatic difference in the business results potential of a website.

**Greatly Increase On-Line Success - Website Search Engine Optimization.** It's the dawn of a new realization for companies with a website design. Many companies have an existing website, but may now realize that they are not getting enough business leads from their site, or possibly not getting as many as they have in the past. The following facts may help you in understanding some basic information about website promotion and optimization.

**Search Engine Optimization Defined.** Search Engine Optimization is a very technically complex field, which implements a number of website strategies to increase the rankings and traffic of your site (when key words are typed into internet search engines such as Google, Yahoo, etc) thus often dramatically increasing website traffic, rankings, business leads, and potential customers that may contact you as a result. It is also referred to as Web Site Promotion, and Website

**Different Search Engines Yield Different Rankings.** Google, Yahoo, and MSN are considered to be the 5 most popular search engines, with Google & Yahoo accounting for about 30% each of all search results. Google continues to be the most popular search engine. But each search engine uses different ranking algorithms (or technical equations) to determine how highly to rank a site for various key words phrases. As the engines use different algorithms, the results will vary from engine to engine. Google admits to applying over 100 different algorithms in ranking websites, thus you can see why SEO is a technically complex process (when it's done right!)

**ALSO - Search engines are constantly changing their ranking algorithms.** And new sites are constantly entering the mar-

ketplace - thus rankings of a website will change over time. Search Engine Optimization must be an on-going process to address the on-going algorithm changes, as well as increasing competition from other websites in the same business segment where yours is located.

**What is a "Natural Search" Relative to Search Engine Results?** A natural search result is the listing of websites that come up when you type a key word phrase into a search engine such as Google, Yahoo, etc. They DO NOT by definition come up underneath the "Sponsored Results" or "Sponsored Sites" listed. Natural results searches are websites that come up based on search engine optimization as described above. They come up based on their own value and validity as determined by the search engines.



**A Newsletter Courtesy of JCR Enterprise, Inc Phone 727-643-3400**



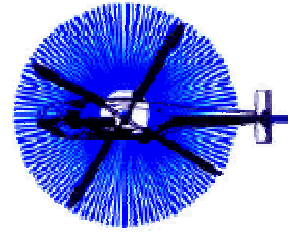
**MOST IMPORTANTLY - internet surfers strongly tend to view Natural Search Results as more credible and trustable than Sponsored Results. The goal of search engine optimization is to increase rankings and traffic that are obtained by "Natural Search Results."**

**How About Pay Per Click and "Sponsored Results"** Many Engines, including Google, Yahoo, MSN offer pay per click programs, and those companies which purchase a pay per click program will appear in "Sponsored Results" for different search phrases. How does this work? You contract to pay a certain amount of money to appear in the sponsored results. Let's say you sell website designs, and offer to pay \$1.15 every time someone types the key word phrase "website designs" into the search engine Google and clicks on your site. First of all, whoever is bidding higher than you will (continued back cover)

## Web Design and Search Engine Optimization Results, Case Study 1

### HP Aviation, Inc., [www.hpaviation.com](http://www.hpaviation.com)

HP Aviation provides the global helicopter marketplace with helicopter parts and spares. Prior to JCR Enterprise, this company utilized a completely different website design for 3 years, created by another web design company. Search engine rankings were virtually non-existent and virtually no leads for new business were received from the website's presence on the internet. JCR Enterprise completely re-designed the look and feel, text and marketing content of the site. In essence, a completely new site was created, and extensive search engine optimization was implemented.



"This website design has been a cornerstone in taking our business to the next level - in expanding our global helicopter parts aviation marketplace, and significantly increasing our revenues."

*William Roach, President  
HP Aviation, Inc.*

#### **RESULTS:**

**Website Traffic 114,721 hits per month**

BEFORE Web Design and S.E.O. program by JCR Enterprise: 1000 hits per month

**Search Engine Rankings** - Ranked in the top 5 of websites listed worldwide, in 18 out of 18 international search engines relative to key word phrases describing products offered.

**Increase in Sales Revenues: 800% and Rising**

## Web Design and Search Engine Optimization Results, Case Study 2



**phyllis eig associates**

### Phyllis Eig Associates, [www.weddings-events-phylliseig.com](http://www.weddings-events-phylliseig.com)

Provides an online gift boutique, offering corporate gifts and unique ideas for gifts of all occasions such as holiday, weddings, etc. Phyllis Eig Associates offers comprehensive solutions for distinctive meeting, event, and wedding consultation clients throughout the U.S. and Tampa Bay. Clients benefit from a customized plan, one that reflects the goals of each meeting or event. Focus of creative ideas implemented with flawless detail provide a worry free support system to ensure success. Initially designed as an informational website, an e-commerce gift boutique was added subsequent to the 'go live' of the initial design. Extensive business growth has resulted as a by-product of this internet marketing project, allowing the client to focus on projects offering higher budget and profitability.

#### **RESULTS:**

**Website Traffic— over 115,00 hits per month**

This site was a completely new design, and over a 2 year period traffic has grown to over 115,000 hits per month.

"Joanne Roach is the ultimate professional — she is wonderful to work with. She is there for you whenever you need her and is truly up and knowledgeable about what is going on and how to get you "optimized." I have hired additional help to assist with what is coming in and it is a pleasure to turn down what we do not want to handle."

*- Phyllis Eig, President*

## Web Design and Search Engine Optimization Results, Case Study 3

### United Capital Funding Corporation, [www.ucfunding.com](http://www.ucfunding.com)

United Capital Funding Corporation does business in a very competitive, financial services B2B market segment throughout the United States. The type of service provided is factoring, and allows for companies in a growth mode to bridge the gap between outstanding receivables and working capital. For a company with a growing or healthy business plan, significant levels of accounts receivables may impact needed cash flow for on-going business operations. They may elect to retain the services of a factoring company such as United Capital Funding Corporation for AR management. Factoring accounts receivables is based upon assigning receivables to a factoring company, creating cash flow and working capital to fill the next order or continue business operations immediately. This site includes SSL encryption for potential clients to apply online.



"Compliments to you! I just got off the phone with a potential client and he was raving how clear and concise the site is. He owned a software company at one time and he said that it really was one of the best sites he has ever seen. He was most impressed."  
  
- United Capital Funding Corporation

continue business operations immediately. This site includes SSL encryption for potential clients to apply online.

#### RESULTS:

#### Website Traffic over 119,000 hits per month

BEFORE Web Design & S.E.O. program by JCR Enterprise: Less than 3000 hits per month.

**Search Engine Rankings** - Ranked in the top 10 of websites listed worldwide, for the most competitive and numerous key phrases, including Google, Yahoo and MSN, as well as many other search engines.

## Other Web Designs: Content Management & Password Access Log-In

### The Tampa Club, [www.thetampaclub.com](http://www.thetampaclub.com)



The Tampa Club is distinguished as Tampa's premier private club, and is located on the 41st and 42nd floors of the Bank of America building in downtown Tampa. It is an ideal venue for business and social entertaining. This comprehensive website project offers the customer the ability to update the site, as the calendar of events and information about the club changes over time. Development of this large

and completely new design included site graphics, text content, and navigation structure \*Note —this website design does not include search engine optimization.



### Athena Society, [www.athena-society.com](http://www.athena-society.com)

The Athena Society is an organization of Tampa Bay professionals who have demonstrated leadership in the community and committed themselves to promote equality and opportunity for women. Started in 1976 to support passage

of the Equal Rights Amendment, membership is by invitation only and limited to 160. The development of this new web site included all graphics, copy as well as password log-in for members only to view "restricted" information, that other website visitors may not access.

\*Note —this website design does not include search engine optimization.

"The site looks terrific. It is beautiful and you have done a masterful job in putting it all together. I know the membership will be blown away by it!"  
  
- Judy Ryan, President  
Athena Society, Inc.

## What is "Search Engine Optimization?"

Those of us who like to surf the web have all heard of Google, Yahoo, and a few of the other popular search engines. Did you ever wonder why some sites come up at the top of the "list" when you type in key words describing information, products or services that you are looking for? Well, it's rarely an accident anymore! High search engine rankings are important to companies with web designs, because having this can result in new clients or customers. People will surf the net, type in key words describing products or services you offer, and if you are at the top of the list, they will look at your site and potentially take the next step in pursuing business with you. Non-profit organizations can benefit as well: this can create a tremendous amount of increased community awareness/support/participation for the organization. Very few web designers have the technical expertise to make this happen, so it's critical to request written "proof of performance" from a web designer before you hire them. We've been able to consistently obtain better than 99.5% of websites in this area. Have a look inside this newsletter to see the potential enhanced business results. **Furthermore, with increased competition on a daily basis from the more than 4 Billion websites out there, it's critical to have an on-going search engine optimization program to keep you at the top of the list for rankings.** Search engines constantly revise the criteria they utilize to decide how highly to rank websites. So the on-going search engine work done by JCR Enterprise, Inc. considers these changes and keeps you on top. Additionally these SEO programs are designed to maintain and increase your website traffic, thus enhancing your business or organization's performance.



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## **Topics of Interest Newsletter**

**Featured in this issue:**

**The Value of Website Search Engine Optimization Services**

**Also, Potential Enhanced Business Results from Search Engine Optimization (See Inside Story!)**

Joanne Roach, Principal of JCR Enterprise, Inc., provides marketing consulting services to customers within Tampa Bay Florida, as well as International locations. A company focus has been, and continues to be web design, search engine optimization, and strategic internet marketing programs. While employed in various marketing management positions with Fortune 100 corporations, she was able to develop and execute marketing programs for local, regional, and international markets over a variety of product lines and services.



With over 15 years of experience in the marketing arena, she has dedicated herself to a role of consultative professionalism, committed to enhancing the success of customers of both for profit and not for profit organizations. Marketing career awards include Hewlett Packard's Pinnacle Award, HP's LEAD Program Award, HP's Achievers Club Award, Honeywell High Talent Review Board, Honeywell "Winning Edge" Award, and Network of Executive Women "Member of the Year" Award. Education includes B.S. Engineering (Ohio State University) and MBA (Florida Institute of Technology).

*(continued from page 1, newsletter cover) Value of Website Design Search Engine Optimization Services*

be listed before you, with the highest bidder shown first, and so on. In our example, every time someone "clicks through" to view your site under the Sponsored Results for "Website Designs", you pay a \$1.15. If 1000 people did this during an entire month, you will receive a bill for \$1150 for that month alone for just that one phrase. It can be costly! Although "Pay Per Click" results can produce business leads, the price tag can be significant. In contrast to Natural Search Results (as explained herein), there is no fee associated when someone clicks on your site.

## **Hiring a Company to Assist you with Search Engine Optimization.**

Many companies offer this service, but it is extremely important to select a credible company that will provide you with an excellent return on your investment. Get results and proof of performance before you hire a website optimization company. Get several references and don't be afraid to call them to ask questions about how much business and potential customers they have gotten from retaining the SEO firm. What traffic and ranking increases have their optimization customers gotten from their SEO program? Search engine optimization is a very technically complex, and if you don't do a thorough job on the front end in selecting you may waste thousands of dollars! SEO can be very time consuming and technically complex to implement for a website design.

**SEO requires an investment, but the investment can pay off many times over if an excellent job is done!**