

Web Design and SEO

Why Businesses Need a Website

In today's technological era, businesses have a very difficult time functioning well without a website. It used to be that people would drive to a store to get information about a product or service, but today people turn on their computers and scan the Internet. The Internet allows people to research business, check out products, compare business practices, and compare competing company/business prices. If a business does not have a website, they are missing out on a lot of exposure to potential clients. According to Miniwatts Marketing Group, 68.6% of the US population is using the internet. This is a growth of 110% from 2000 to 2005. As more people start to use the internet, to be considered as legit or valid, one must have some kind of web presence. To be competitive, one must have an effective and efficient website.

When customers are searching through the Internet, they give websites a maximum of **30** seconds viewing time, and then they make a decision about whether or not they should stay on the site, or exit out of it. For this reason, businesses need a professional looking website. Cheap websites are basically cheap websites. You can get a nice website for a fair price, but a "dirt cheap" website usually loses its customers quickly. An effective website must strike its clients interest, gain their trust, and capitalize on the opportunity.

If you are thinking about investing in a website, make sure it is **professional looking** and **efficient**. Your home page is your company's introduction to the technological world, thus you need to make an **outstanding** impression. This impression needs to make such a statement that potential customers feel like they might as well stay and buy from you and not go look at your competition's website. This is where an experienced web design company can help you and your business.

Search Engine Marketing, Search Engine Optimization, & Pay-Per-Click

Once your website has been created, you want to make sure that you have a high ranking on the search engines. For example, say you sell wooden doors in Burbank, CA. If someone typed "Burbank Wooden Doors" into a search engine, you would want your business to pop up on the first page on each search engine.



For these kinds of results, you need **Search Engine Optimization (SEO)**. The search engines scan your website (your source pages), and they look for certain factors. These factors will determine your placement or ranking. SEO tweaks the different areas

of your website that matter to the search engines. Essentially, you are creating a website the search engines like, thus you gain a higher ranking.



Search Engine Marketing (SEM) is simply marketing your website; it promotes your website and company and gives you a lot more exposure.



Pay-Per-Click (PPC) is a service that puts your company name/website out there and at the top of pages for certain search phrases, but you pay every time someone clicks on the link to your website.

Search Engine Optimization is effective, but it can be ineffective if the company you hire does not have the experience and/or knowledge on the ever-changing aspects of SEO. [Mochanin](#) has extensive experience optimizing websites and handling **Search Engine Marketing** campaigns. We have offered invaluable SEO services for years. With our help, our clients have established an online presence, gained new clients, and many have even doubled their annual sales. [Mochanin](#) has the **SEO, SEM, and PPC** experience you are looking for. If you have any questions about our services, please feel free to contact us. We look forward to serving you. Contact [Mochanin](#) today, and together we can make your business grow!