

Ongoing Maintenance

Search Engine Optimization is a moving target. Search engine technology is constantly changing and evolving to keep up with link farms, spammers, and other malicious abuse that threatens the accuracy of their search results.

Google is worth around 154 billion dollars, and they didn't get there without providing a very fast accurate search engine. Threats to their search accuracy are constant, and they are always trying to stay one step ahead of the curve. This means that we too have to be diligent and stay in stride with them. It is not uncommon for a site to go from a top search slot on page 1 to page 10 or more overnight because of a change made at Google, Yahoo, MSN, etc. It is a rippling effect when a big change is made, and sometimes you get caught up in the wave that carries your site further out to sea.

Our maintenance plans monitor your site position in all of the major search engines and notify you (and us!) if a change occurs. If your web site is hosted with us we can also monitor site traffic patterns, and provide daily traffic reports so you always know how your site is performing. This includes which search engines are referring traffic to your web site, what the search queries were that resulted in your site being listed in a search result, and click patterns once the visitor hits your site. Where did they go once they hit your site? How long did they spend on each page? Where did they leave your site? All of this data together helps paint a clear picture of your visitor patterns and gives us data to improve certain aspects of your web site, and really make the popular areas stand out to generate more revenue for your business. This was mentioned in our SEO Overview, but bears repeating

One last note on SEO practices...you must be very careful when contracting a company to provide SEO services. There are a lot of shady SEO practices out there, especially services that "guarantee" a certain search placement, or other such guarantees that seem too good to be true. Remember what mom always said about that.

Our SEO services take a holistic approach to the problem, and we address each portion as a sum of the whole instead of applying band-aid fixes here and there. A properly implemented SEO strategy will get legitimate results but does take time and effort to achieve these goals. We would love to sit down and explain how we do things, so contact us for a free SEO consultation to go over your needs and our services.

Lastly, because we get a lot of clients that have already fallen into this trap, shady and misleading SEO practices can hurt your site in the long run. Search engines actually punish web sites that engage in these practices. Being blacklisted from Google can cost you thousands and thousands of dollars in lost revenue as well as make it virtually impossible for your target audience to find you through a search query! Think about that very carefully before you engage ANY business to help with your web site optimization.