

WARNING!!! Before Commencing **ANY Website Design Project...** **You MUST READ THIS!!!**

Before embarking on ANY Web Design related projects, there are a few things that most Web Designers and Developers will NOT tell you about, that could make or break ALL your hard efforts - even before going online!

- **Did you know** that the “type” of code or construction format will heavily dictate whether your efforts online can be tracked by search engines?
- **Did you know** that by using Pay Per Click Advertising (PPC) will generate a 70% LOWER click through rate than “organic” or “FREE” Search Engine Listings?
- **Did you know** that search engines (ie: Google, Yahoo, MSN, etc) account for upto 80% of all traffic to websites. Sites that are listed, are sites that are found (by your consumers or potential clients).

Within this report, you’ll discover EXACTLY how the fundamentals of search engines work, and what technologies you need to utilise in order to “pop-up” and be included in their search systems... And I will explain this in laymans terms, which is simple enough for a five year old to understand!

Just because you have a website, doesn’t mean that you “automatically” register within their tracking and “indexing” systems. In fact, **if not done correctly, you could end up “banned” or “blacklisted” permanently!**

As a Website Designer, I frequently encounter problems with client websites mostly due to “saving a buck”. I would be a VERY rich man if I had a dollar for every time I heard “...why was I going to spend \$4000 on a website when my niece or nephew could do it for \$500?!”

Normally, these types of cost saving and “quick fix” solutions end up **COSTING FAR MORE MONEY** in lost revenue, by taking yourself OUT

of website equation completely without even knowing it! Lets face it, there are a LOT of influencing and “external” factors that will dictate whether or not your online efforts will be rewarded.

Most first-time website owners who take ANY form of short-cut (and that goes for cost) would better spend their time watching paint dry - or grass grow... As short-cutting the Website Design and Development in ANY way normally results in NOT A SINGLE SALE or GENERATED LEAD!!!

As a small business owner myself, I know that there isn't enough hours in a day to get everything done... Let alone WASTE TIME with fruitless projects that are not going to generate any extra income for your business. ...Plus, your nieces and nephews probably have more “interesting” things to do than “pretend” that they understand the game of Search Engines and how VITAL it is for your online success that everything is done properly.

Do I have you Drooling for the answer yet?

Before I reveal PART of WHAT you need to take into account in your Website Design and Development projects, I will let you in on a little secret that will put most “wanna-be” website designers out of business...

There are ways of “faking” websites cosmetically which “appear” to look fine to the viewer (and very much “like” a website), but is like having a fake blow-up doll as a receptionist... Meaning, that she (or he) CANT talk to your consumers, or search engines for that matter. These websites are created by inserting **images** that have the text embedded into the picture. If this doesn't make sense... Imagine taking a photograph of a Coca Cola billboard. Now, when you insert that image onto your computer, your computer doesn't know that it says “Coca Cola”, in fact your computer cant tell the difference from that photograph and the one you took of your next-door-neighbours newborn hamster (apart from the image file name). ...This is what some so-called Website Designers are doing. They are making a “pretty picture”, which you are given to approve - before they upload it AS your website. You hand over your hard earned cash, and they find someone else to schmooze.

So, how can you tell if your about to become a victim to this sort of thing? Well, the honest answer is that unless you can understand basic HTML code, you probably wont know the difference. You can always ask, but you may not get the truth in every instance... Especially if it is clearly evident that you don't understand what your website designer is talking about. Much like the stereotypical scenario where some female motorists are charged for "extra" and "unnecessary" items when servicing or repairing their car.

The other commonly hyped about method of creating a website is by using "flash" technology. It is termed "flash" because that is the name of the software used to create the sites. There are correct ways of applying "flash" and there are incorrect ways of applying "flash". I will briefly explain both.

Unlike the "amateur" method of using images to "fake" a website, which is very common among the cost-saving websites you see advertised for \$500 or so, the prolific usage of "flash" to build entire websites has been a problem created by the "professional" and highly acclaimed website designers.

Now, don't get me wrong, I'm not having a go at these guys because most of them are absolutely brilliant at what they do, although the solutions they create have **ABSOLUTELY NO PLACE** as a "total solution" for small business owners. A **PURE "flash"** built website only has its place in a big-branded organisations where search engines **don't** play a part to their on-line traffic generation, as this is generally compensated by their **MAJOR** spending on both advertising and media campaign dollars. These are the Coca Colas, Nike's, and McDonalds of the world. Their websites are highly interactive, and you don't need to look up Google in order to find out what their website address is. You instinctively **KNOW** that if you type www.nike.com you will end up at the Nike website.

So, are ALL "flash" based sites BAD for small business owners?

The simple answer is "No", although this completely depends if the **ENTIRE** site is build out of flash... Which in that case, the answer would be "Yes". Almost due to the exact same reason as the "image - fake" website, a website that is built entirely from flash is exported as a self-contained file, which means that it already has most of the font details, movie, data,

animation and action scripting INSIDE its file. All you have to do in order to view it is have Shockwave or Flash player installed (and activated) on your browser, which most browsers already have in built (even though they are not always turned “on” during the installation).

Okay, so what is the “good” way of having flash?

Well, if there had to be a “good” way, it would be to build the site out of HTML and embed flash files into the document.

To explain, and further elaborate... Imagine creating a Word document. The text or information that you type in will be HTMLcode or the sake of this example, and any photographic images or clip art files will either represent “images” themselves, or “flash” animations. These will be inserted sparingly into your document and can add great appeal and interactivity to your document (or web page in this case). Now, lets say that this document of yours was 200 pages in length and you were looking for the section where you talked about “spanners”, you could easily go-to “file”, then “find” and type in “spanners”. This represents the equivalence of a search engine.

Sifting through and finding certain words (known as “keywords” to search engines) is super-quick and accurate. Notice how the “find” function didn’t reveal ANY information about your photographs or clip art files? Well, as I mentioned earlier, these file type and formats CANT be indexed by search engines... So used on their own (which is VERY common practice - especially with “flash”), they are ABSOLUTELY WORTHLESS, and in actual fact a HUGE DISADVANTAGE for a small business or an online operator that is relying on search engines to drive traffic to your site.

So think about this... Wouldn’t that \$4000 have been better spent by hiring a professional that can provide you with accurate documentation and a guarantee that the website that they created is 100% Search Engine Friendly and can be viewed on ALL MAJOR browser types and platforms? Done properly, it will actually HELP GROW your business by your online presence, rather than hinder it.

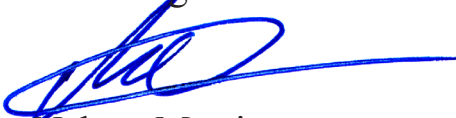
\$500 can only go soo far... And in the examples I’ve already outlined, its best location is probably in your pocket...

This small booklet was designed to inform both clients and prospective clients WHY I am so adamant about making everything Search Engine Friendly, because you simply CANNOT successfully have an online presence WITHOUT being listed with the major search engines. I have gone through this myself in the early days of my business, and my “hit-rate” of generating leads and converting prospects into clients would not have such a high conversion rate **if it were not for my website.**

The price examples I use within this guide are an EXAMPLE ONLY. Each website project is unique and everything is strategically created to achieve my clients’ core objectives of their online presence, most of which make the money they spent on their website back - as a DIRECT RESULT of their website within 2 to 3 short months. My success in being able to achieve these HIGH RESULTS are that my web-work directly influences 2 major components in the eyes of their (my clients) consumers and target market. These are generate MORE Leads, and CONVERT a LARGER PERCENTAGE of these leads into paying clients.

Thanks for spending the time to read this information. I hope it has been helpful and assists you in staying clear of the prevalent so-called (wannabe) Website Designers and Developers who are only out there to prey on your hard-earned cash. Please feel free to [contact me via my website or email address](#), should you have any questions or require assistance with your next web project. I can help you set your feet on the right tracks.

Kind Regards



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Nelson Martins Design - Specialist HTML Websites

P.S - We have just introduced our “Website Diagnostic Report” which users can have their entire website assessed and measured for every crucial aspect for an effective website solution for a small to medium sized business. Please contact us for further details if you are interested in this NEW Service by [clicking here](#). Please feel free to pass this to any family & friends who may benefit from this information.