



***Bringing Your Business into the Future . . .
. . . For the Future of Your Business***

Web Design · Internet Marketing

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FREQUENTLY ASKED QUESTIONS (FAQ'S)

Internet Marketing

**THESE QUESTIONS ARE DEDICATED TO THE SECOND BEST INTERNET
MARKETING FIRM IN THE WORLD . . . WHOEVER THEY MAY BE.**

How can I get in the top search engine positions?

Many business owners want to see their website at the top of a search engines' list for a particular keyword search. There are a variety of ways in which to accomplish this. KT Graphics Internet marketing specialists use two primary methods to achieve these goals. First, we offer bona fide natural search engine optimization (SEO) and submission. Search Engine Optimization (SEO) is the process of increasing the amount of visitors to any given website by ranking high in the search results. The higher a website ranks, the greater the chance that a site will be visited.

Secondly, we can manage pay per click marketing campaigns. Pay-per-click campaigns using Yahoo's Overture or Google's AdWords requires paying a specified amount of money every time someone clicks a link to the customers' website. This method can get quite expensive and does not guarantee that the click will convert to a sale. Thus, KT Graphics prefers to work with clients to improve their rankings within natural search engine rankings.

Our customers must understand; however, that search engine marketing is a very exhaustive process. It may involve changing visible text on a page, programming changes for search engine friendliness, manual submission activities, and a plethora of additional tasks. It is impossible to guarantee specific results. Our Internet marketing strategies have been thoroughly successful and continue to change on a daily basis – or, as frequently as needed to keep up with the changing search engine algorithms.

Internet marketing should always be incorporated into a company's integrated marketing campaign. KT Graphics can help businesses incorporate search engine optimization on a variety of different levels depending on a company's budget and their desired results. More information can be found on KT Graphics LLC's Search Engine Optimization Price Sheet.

Why is it important to have an e-mail address with my domain name? (I already have a Yahoo or AOL e-mail address.)

Having a website lends credibility to a business. KT Graphics offers hosting packages starting at \$9.95 per month that include e-mail accounts. Using an e-mail address such as yourname@yourdomain.com tends to be viewed as much more credible than yourbusinessname@aol.com. The same can be said for any popular e-mail domain such as AOL, Yahoo, etc. Kevin@ktgraphics.com, for instance, is more credible than kevin645526@earthlink.net.





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Then, there is the issue of maximizing the return on your investment. Every time you hand out an e-mail address with your domain, you are also telling the customer that you have a website and they can easily find more information about your company.

Why is it important to have an ethical search engine marketing campaign?

Search engine and search directory listings are intended to provide high-quality, relevant content to the person performing the search. There are a variety of ways that unethical marketers can achieve high rankings. The practice of achieving rankings without regard to the website's quality or content is known as spamming. Rankings achieved by these methods are always brief. Once a search engine has determined that spamming methods have been used to generate a high ranking, the search engine will eliminate the listing completely. Websites penalized for this will never be listed again.

I get a lot of hits on my website but very few visitors result in sales. What can I do to increase the conversion rate?

A strategic Internet marketing plan monitors where visitors are exiting your site as well as where they came from. KT Graphics monitors this vital data so that we can help our customers retain their web visitors longer; thus, resulting in a higher click to sale conversion rate.

