

ACS Design

Search Engine Marketing

Search Engine Marketing, or SEM, is a form of Internet Marketing that seeks to promote websites by increasing their visibility in the Search Engine result pages (SERPs). This guide aims to provide you with an overview of our SEM services and how we achieve better search engine results for our customers.

For more information visit our website:
www.acsdesign.co.uk/seo

Search Engine Marketing

“Only carefully considered, sustained Search Engine Marketing can ensure your website stands the best possible chance of being seen”

Understanding Search Engine Marketing

- **A brief introduction**
- **Why your website needs search engine marketing**
- **How is it done?**

Search Engine Marketing, or SEM, is a form of Internet Marketing that seeks to promote websites by increasing their visibility in the Search Engine result pages (SERPs). According to the Search Engine Marketing Professionals Organization, SEM methods include: Search Engine Optimization (or SEO), paid placement, and paid inclusion.

Search Engine Optimisation is often the first stage of any Search Engine Marketing campaign. SEO is the process by which the pages of your website are structured in terms of their (primarily textual) content. Your website pages need to be seen to include certain elements in a particular order along with relevant content in order for a page to “rank” well with the search engines. To put it another way, your web pages must consist of content relevant to your business, which users will find useful, to stand a chance of being found in the search engines by those searching for your website.

Once your pages have been “optimised” for the Search Engines, the real business of getting to the top of the search engine results pages (SERPs) begins.

Why your website needs Search Engine Marketing

Search engines are the most widely used tool to find anything (including your website) on the Internet. There are billions of web pages in existence, and millions more are added every day. While search engines do a good job in finding a sizable proportion of what’s out there, only 1000 spaces are allocated for any given search term.

So, if a visitor were to type in the search term “Digital Cameras” (without the quotes), according to Google there are almost 10,000,000 pages that match. However you’ll only ever be able to reach 1000 of them through Google and other search engines. The rest you will never know about unless you know the website address so you can type it directly into the address bar of your browser.

Google is mentioned often throughout this guide. Arguably the world’s biggest search engine, we don’t just “search” the Internet anymore, we “Google” it. To be included in Google’s Search Engine Results Pages is crucial in getting high numbers of visitors to your website. Other search engines exist and are of equal importance when engaging in any Search Engine Marketing campaign

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“There are two types of methods used in Search Engine Marketing. The first is to follow the guidelines. The other is to ignore them.”

Understanding Search Engine Marketing

So, if you want to be found in the search engines at all, you need to be in that top 1000 when a potential visitor searches for your website. That is a solid enough argument for Search Engine Marketing. However, past studies have shown that we seldom look beyond page three of search engine results pages. More recent studies have suggested that many don't even look past page two or even the first page.

Only carefully considered, sustained Search Engine Marketing can ensure your website stands the best possible chance of being seen when users type in the words “Digital Cameras”, or whatever it is your business sells or does.

How is it done?

There are two types of methods used in SEM. The first is to follow the strict guidelines published by Google and other search engines on how a web page is likely to be included in the search engine results pages. The other is to ignore them. The industry refers to them as “White Hat” techniques, also known as Ethical Search Engine Optimisation, and “Black Hat” techniques respectively.

The most basic objective of using White Hat techniques is to make it easy for search engines to know when your website content is relevant to a search query and so provide users with highly accurate search engine results. This is done simply by providing users with genuinely useful, relevant content to encourage people to recommend your website to others and ensuring web page documents are optimised correctly. This is by no means easy to achieve but the most likely method to sustain high yielding results.

However, for every White Hat technique there is a Black Hat technique to simulate it. A Black Hat marketing service will often use “tricks” and “loopholes” to capture a search engine's traffic. If you have ever been approached by a Search Engine Marketing company who claim, “We can guarantee that your website will appear as the number 1 result on Google”, they will almost certainly be employing Black Hat techniques to get you there. Those who use Black Hat techniques to get your website noticed by the search engines are also referred to as “Search Engine Spammers”.

So what's wrong with using Black Hat techniques if they get results?

The consequences of using Black Hat techniques can be

seriously detrimental to the success of your website. Search Engines employ vast teams of highly skilled professionals to finely tune their algorithms (the methods used to find and add your website to the Search Engine Results Pages) in a bid to discover and defeat those websites that make use of Black Hat techniques, by circumventing their tricks and closing any loopholes.

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“If your website is found to be using Black Hat techniques to gain popularity in the Search Engines, your website will be penalised.”

Understanding Search Engine Marketing

If your website is found to be using Black Hat techniques to gain popularity in the Search Engines, your website will be penalised. The degree of penalty depends on the type of offense and the search engine. Penalties include:

- Being forced down in the search engine results pages, even if your content is genuinely useful to visitors.
- Having offending pages removed from the search engine results pages.
- The removal of your entire website from the search engine results pages altogether for an indefinite amount of time.

So, while Black Hat techniques will get you results, they are short lived and will make it almost impossible for your website to get back into the search engine results pages. Recent violators who were removed from Google’s SERPs include the German site for BMW (BMW have other international websites) and WordPress, a world leading blogging tool.

There is no easy way of getting to the top. It takes a lot of time and a lot of effort. The techniques used by ACS Design achieve the best, long term results possible.

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Search Engine Marketing

“SEO gives your web pages the best possible chance of being seen”

The Process

- **Search Engine Optimisation (SEO)**
- **Choosing and analysing keywords**
- **Getting your web pages ready**
- **Submitting to the search engines**

Search Engine Optimisation (SEO)

Search Engine Optimisation is often confused with Search Engine Marketing. Optimisation is part of the wider picture that is Search Engine Marketing. It can be helpful to see SEO as the process of getting your pages ready for the search engines. SEO gives your web pages the best possible chance of being seen and attracting search engine traffic.

Choosing and analysing keywords

Before SEO begins, it's important to decide what search terms are likely to be used by those using a search engine to find your website. These search terms are known as keywords and keyword phrases. For example if your website sell's digital cameras, then it's likely that a user would use the keyword phrase “digital cameras” in a search engine to find your website and others like it.

The term “Keywords” is often used to describe both individual keywords *and* keyword phrases which this guide

When we have a shortlist of keywords to use we can begin optimising your web pages for the search engines. The first step is to make sure that your keywords are being used by people to find websites like yours. We do this through a process known as “Keyword Analysis”.

ACS Design have access to a wide range of online tools which tell us approximately how many people are typing your chosen keywords into search engines, to find websites like yours. Our keyword analysis can also generate other combinations of keywords you might not ordinarily think of, to further help bring traffic to your website

The number of people using your chosen keywords to search for your type of website determines how “popular” your keywords are. This is known as “Keyword Popularity”.

The next step in choosing the best possible keywords for your website is to determine their competitiveness level. In other words, how many results (other websites like yours) appear when you type your chosen keywords into a search engine. In general the higher the competition, the more work there is to

do in getting your website to the top of the search engine results pages.

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“Your keywords must be relevant to the content found on the web page otherwise your website risks being penalised.”

The Process

You don't have to select your keywords yourself. ACS Design spend a great deal of time and effort to help you decide the best possible keywords for your website. We will even be able to give you an indication on how successful your keywords will be in getting you to the top of the search engines

The final step is to fine tune your list of keywords based on our keyword analysis. The ideal keywords that will ultimately be used for getting your web pages ready for the search engines will be those which are the most popular and the least competitive.

Getting your web pages ready

We have your keywords. Now we need to sprinkle them strategically throughout your website in a manner that will help achieve good results in the search engine results pages and make sense to your visitors.

Search engines expect to see your keywords in specific places throughout a web page document. More importantly, your keywords must be relevant to the content found on the web page otherwise your website risks being penalised. So, if your keywords include the phrase “Digital Cameras” then you must make sure that the page content pertains to Digital Cameras.

When optimising a web page we ensure keywords appear in the following areas

- The page title (often used as the link people will click on to get to your website from a search engine, see Fig 1.1)
- The heading
- The first paragraph
- The last paragraph
- Anchor text (text used for hyperlinks to other web pages of your website and to other websites)

This process of optimisation is applied to all of your web pages and needs to be applied to any new pages added in the future.

Fig 1.1



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“The best way to submit your website is by hand and it only needs to be done once!”

The Process

Submitting to the search engines

Now your pages are “optimised” they’re ready to be submitted to the search engines. There are many paid and free-to-use tools available that claim to regularly submit your website automatically to the search engines. Avoid them. The best way of submitting your website is by hand and it only needs to be done once!

Many search engines now make use of specially created mechanisms that guard them from the onslaught of automatic submissions they receive from software, which submit websites for inclusion. ACS Design take the time to submit your website by hand for the best chance of inclusion into the search engine results pages

The process by which the search engines discover your website is known as “crawling”. Automatic pieces of software known as “robots” trawl the Internet and report their findings to their respective search engines. Providing your website hasn’t been previously penalised and isn’t published under a brand new domain name, it should be crawled and added to search engines in a matter of weeks. This means that you should be able to type your company name into Google, for example, and be found among the first results.

Being found when someone types in your chosen keywords is a different matter and can only be achieved through a sustained Search Engine Marketing campaign.

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“If you want the number one spot, or to at least appear above your competitor, there’s more work to be done!”

Search Engine Marketing: Climbing The Ladder

- **Submitting to the search engines isn’t enough**
- **Getting ranked**
- **Knowing your page rank**
- **How popular do you have to be to get to number 1?**
- **Increase your popularity**

Submitting to the search engines isn’t enough

Search Engine Optimisation is a crucial part of any Search Engine Marketing effort. It gives your web pages the best chance of being picked up by the search engines so your website will appear in the search engine results pages. Where exactly you appear, (page 1, page 2 or page 32) will depend on how effective your SEM campaign is.

There may be thousands of pages pertaining to “Digital Cameras”, for example, but if you want the number one spot, or to at least appear above your competitor, there’s more work to be done! Google will only rank you highly based on your relevancy and page rank which is determined by your popularity.

Getting ranked

Page Rank, or PR as it’s sometimes referred to, is a patented method of ranking pages in search engine results. Developed by the founders of Google, it measures the importance of a web page based on its popularity. Popularity is measured by how many web pages are voting for your web pages.

For example, if a link is placed on Web Page A on my website that, when clicked, takes the visitor to Web Page B on your website, that counts as 1 vote for your webpage. These votes are calculated automatically by the search engines who then assign you a Page Rank. This Page Rank is then used to “position” you in the search engine results pages. The higher your PR, the further up you appear in the results. The votes cast for your web pages are known as “inbound links”.

The volume of votes isn’t the only factor Google considers when “ranking” your page’s importance. It also looks at the importance of the pages linking to your pages (i.e. the pages casting the votes for you). The more important the page voting for you, the better the page rank assigned to your web page helping it become more “important”. In other words, it’s about the quality of the voter’s not just the quantity of the votes.

Choosing the right pages to link from (i.e. the right pages to ask for a vote from) can often be a minefield. We have built up a solid database of websites and directories, giving you an almost instant hit of votes to your website.

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“Get the Google Toolbar for free and find out your page rank today!”

Search Engine Marketing: Climbing The Ladder

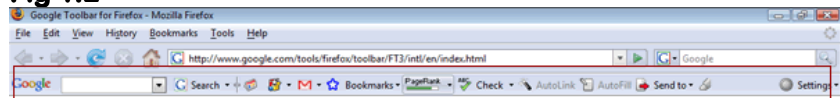
Knowing your page rank

Your page rank is calculated by Google and no one knows for sure what the base is for page rank because most algorithms are kept secret, mostly to combat Black Hat marketers. The google toolbar (see below), available as a free download for most modern browsers, uses a page rank score of between 1 and 10 and will tell you the PR of any web page you visit.

If you score between 1 and 4, that's a very good start in the right direction. Scoring between 5-7 will often get you to the top of the search engine results pages (depending on your keywords) and scoring a PR of 8 or 9 is frankly incredible. Google's own UK home page only scores a PR of 8, there are some 10s out there but they are well known giants like Adobe, one of the world's biggest software houses.

You can download the tool bar free from:
<http://toolbar.google.com/>

Fig 1.2



The Google Toolbar
Accessible from any major browser

How popular do you have to be to get to number 1?

Much depends on the competitiveness of your keywords, in other words how many other websites are competing for the number one spot in the search engine results pages using the same keywords your web pages have been optimised for. The higher the competitiveness, the longer it takes to get top results. For example, you may need more “votes” from other websites if you want to be found at the top when users type in “Digital Cameras” into a search engine then if you wanted to be found under “Panasonic Lumix DMC-FZ8 Camera” – because it's likely more users would be searching for the term “Digital Cameras”.

Increase your popularity

Increasing your popularity in the eyes of the search engines is, as we've seen, all about getting websites to link to or “vote” for your website. These votes are known as inbound links. The question is how you get other websites to link to your website. There are various techniques we use to increase your website's popularity, they include:

- **Asking**
Approaching website's who have similar content to your website or content visitors to your website are

likely to find useful is the most obvious method. This works surprisingly well. If your customer's have websites, you can encourage them to link to your website with discount incentives for example. Approaching suppliers can also yield a few votes.

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Search Engine Marketing: Climbing The Ladder

- **Link Trading**
You scratch my back and I'll scratch yours. This is where a website consents to voting for your website so long as you vote for them. These types of links are known as “reciprocal links” and don't carry as much weight or importance as inbound links, but are nonetheless important in increasing your popularity.
- **Paying for them**
Often, web pages that have a high PR will, for a fee, vote for your web page. ACS Design have a database of websites offering this service and forms part of our Search Engine Marketing efforts for your website.

There are all sorts of creative ways of getting other websites to vote for you to increase your popularity (which, remember, will push you further towards that number 1 spot in the search engines).

These are all valid methods in increasing your web page's popularity which will push your website further and further up the search engine results pages. However, the absolute best way to ensure your website's popularity is to ensure your website is worth voting for.

Your website must be seen to consist of relevant content to your topic (which is done at the Search Engine Optimisation stage) that visitors will find genuinely useful and want to vote for, i.e. link to. That means having content that is current, relevant and added to as often as possible to ensure visitors keep coming back to your website and referring others.

Content is king – so add plenty of it to your website!

Relevant, useful content is the very stuff of any successful website. Only with useful content can you expect visitors to refer and link to your website which generates those all important votes for higher and higher Page Rank. For resource based websites, generating useful content is relatively easy. For websites just selling products, where lot's of textual content isn't always necessary or desirable, it's a little more difficult but can still be done.

There are two useful ways you can add content to your website. Through an article manager that will allow you to publish regular articles to your website, or through a Blog. A Blog is simply an online diary to which you publish “entries” for

your visitors to read.

ACS Design often get their customers involved with useful and easy-to-use web based publishing tools that will enable you to add content to your website at any time. Our content management system, for example, allows you to publish articles and blog entries to your website, even if you have no technical knowledge. If you can use a word-processor,

“Whatever your content is, just make sure it’s relevant to what you do, useful for your visitors, and it will pay you dividends.”

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Search Engine Marketing: Climbing The Ladder

Entries to your blog, and articles published to your website can take the form of:

- News about your business
- Commentary on industry news, or anything relevant to your product/service
- Guides and fact sheets visitors will find useful
- New developments, products or services
- Competitions, discounts, new features

Whatever your content is, just make sure it’s relevant to what you do, useful for your visitors, and it will pay you dividends. Make sure too that you don’t make the same (deliberate) mistake Black Hat marketers make and provide content laden with your keywords solely to try and increase popularity/page rank. Always build content for visitors, not search engines, and the rest will fall into place.

Paid advertising

Paid advertising will indirectly increase popularity by driving targeted traffic to your website. More visitors to your website, means more people will be exposed to your web pages which gives them more chance of being voted for and referred to others. In general, paid advertising takes the following forms:

- Pay-per-click
- Paid inclusion
- Banner Advertising

Pay-per-click advertising was first made popular by Google. The idea is that your ad will appear when keywords you specify are typed into the search engine’s search box. Your ad will be seen alongside the natural search engine results. Each time a user clicks on your ad, you pay a fee, hence the term “pay-per-click”. How much you pay per click depends on the popularity and competitiveness of the keywords you want your ad to appear under. Pay-per-click advertising gives you the freedom of setting a daily spend limit too, so you need only ever pay what your budget will allow.

Paid inclusion will get you into the search engine results pages for a small fee. Fewer search engines are offering this service because it takes away from the relevancy of natural search engine results. The outcome is often users will become mistrustful of the results and stop using the search engine. We recommend avoiding it at all costs.

Banner advertising places a small graphic or banner on the advertising provider’s website. The graphic is usually animated and when clicked will take visitors to your website. Banner advertising is usually sold in blocks of “impressions”.

When your banner loads on a page, that counts as 1 impression.

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Banner advertising can be a highly effective way of advertising your product or service. Used increasingly by big players such as American Express, IBM, British Gas and other big brands, return on investment can be high. For banner advertising to work well, your banner must be placed with websites already attracting large amounts of visitors who are likely to want your product or service.

ACS Design will always discuss a paid advertising strategy as part of your Search Engine Marketing campaign. We have records of dozens of websites offering banner advertising with high traffic throughput and can tailor make your paid-per-click campaign across multiple sites to suit your objectives and your budget

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“SEO or getting your web pages ready for the search engines is something we do for all pages during the development phase of any project.”

Pricing and Service Structure

Hopefully, you now know a little more about Search Engine Marketing. ACS Design takes search engine marketing very seriously and when helping customers create a campaign, every avenue is carefully considered to ensure maximum return on your investment. Each campaign is quoted for on a case by case basis. For that reason, we cannot include prices in this guide, but we can tell you how we structure a campaign and how it is priced.

- **Search Engine Optimisation (SEO)**
SEO or getting your web pages ready for the search engines is something we do for all pages during the development phase of any project. With a Search Engine Marketing campaign, we can take SEO to the next level and provide copywriting services that ensure your content is keyword rich, relevant and useful to visitors. This stage of the campaign can include the following:
 - Keyword selection and analysis
 - Copywriting service to ensure content is keyword rich and relevant
 - Submitting your website to all the major search engines
 - Pricing is determined by the level of copywriting needed and other services that make up the SEO effort.
- **Search Engine Marketing – getting you to the top**
When your site has been submitted (and found) by the search engines, we can begin a strategy to help you reach the top of the search engine results pages for your chosen keywords. This stage of the campaign can include the following:
 - Link fostering – proactively petitioning websites to link to or “vote” for your website.
 - Link trading – trading links with other websites
 - Content addition – adding and optimising new content
 - Pay-per-click – creating pay per click campaigns across multiple providers to drive targeted traffic to your website
 - Online advertising – using the best possible advertising channels for banner advertising to increase targeted traffic to your website.
 - Pricing is determined by the popularity and competitiveness of your keywords for natural search engine positioning and pay per click advertising, and by the rates set by advertising providers. Costs will also be governed by how much work in link fostering needs to be done to increase page rank and achieve your search engine results goals.
- **Retainer – keeping you at the top**

If you get to the top of the search engines, you need to make sure you're not knocked off the number one spot by your competitors. Plus, search engines change their rules and algorithms all the time which means what works today, might not work tomorrow. A retainer fee helps us stay on top of your search engine position and secure it long term. This stage of the campaign can include the following:

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Search Engine Marketing

“If you get to the top of the search engines, you need to make sure you're not knocked off the number one spot by your competitors.”

Pricing and Service Structure

- **Position monitoring** – assessing your position in the major search engines on a regular basis.
- **Link monitoring** – making sure those websites who have linked to you continue to do so. Very easy for a website to simply remove your link without you knowing.
- **Copywriting** – adding new, relevant content on a regular basis to organically grow your website. All content is subject to your approval before publishing.
- **Adapting content** – we keep an eye on search engine development, and where necessary adapt our strategy to keep you on top.
- **Regular updates** – We send you regular reports on how your website is performing in the major search engines and suggest new ways of driving traffic to your website with our monthly SEM update.
- **Pricing** will be determined by the number of services you opt for.

Whatever the size of your website, local, national or even worldwide, we will tailor, develop and deploy the perfect Search Engine Marketing campaign to get you the best possible results and the biggest return on your investment.

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Search Engine Marketing

“There is no legitimate way of getting your website to the top of the search engine results pages without sustained effort.”

Questions About Our Search Engine Marketing Services

- **How much will it cost?**
- **Can you guarantee results?**
- **Will I appear on the first page of search engine results pages?**
- **How long does it take to reach the number one spot?**
- **Why, after my website has been submitted to the search engines, can't I see it when I type in my company name into the Google search box?**
- **Couldn't I just do all of this myself?**

How much will it cost?

Each Search Engine Marketing campaign is priced individually because everyone's needs are different. The central factor affecting costs are the keywords your web pages are optimised for. If your keywords are highly popular and highly competitive and you expect to be found at the top of the search engine results pages, then there will be more work to do, which will affect costs. It's perhaps also worth noting that if your keywords are highly competitive that the chances of appearing at the number one spot are also reduced.

When we help you choose the best keywords for your web pages, we try to ensure that they are the ones with the highest popularity and the lowest competitiveness to ensure your page has the best chance of appearing in the top of the search engine results pages.

Can you guarantee results?

No. The results of a Search Engine Marketing campaign can never be guaranteed. There is no legitimate way of getting your website to the top of the search engine results pages without sustained effort. You may come across those who claim they can get you to the top, and some of them can, but they will always be employing Black Hat techniques to get you there which will serve to do nothing but harm to your website's traffic. This can even lead to you being removed from the search engine's altogether!

Will I appear on the first page of search engine results pages?

Yes. It is possible to appear on the first page of results when visitors search for your website using the keywords your website has been optimised for. However, it doesn't happen overnight, it will only happen if the Search Engine Marketing campaign has been executed properly, using White Hat techniques and depends solely on the who else is competing for the number one spot using the same keywords.

How long does it take to reach the number one spot?

This is difficult to predict and as with most things in Search Engine Marketing, depends again on the competitiveness of your keywords. With all Search Engine Marketing campaigns we spend a total of 12 months in our efforts to help you climb

the search engine results pages. We recommend that you allow 12 months before assessing how effective a campaign has been. Paid advertising and pay-per-click traffic can often support you as your reputation in the searches is growing

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Search Engine Marketing

“If you are confident you have the time, and skill to give your website the best chance of being found by the search engines, then yes, you can do this yourself. If not, then give us a call.”

Questions About Our Search Engine Marketing Services

Why, after my website has been submitted to the search engines, can't I see it when I type in my company name into the Google search box?

Google, like any other search engine, isn't duty bound to add you to its search engine results pages. It's rare, that after proper optimisation of your web pages and a carefully considered SEM campaign, that you still don't appear in the search engine results pages, even after several months have passed. There are a number of reasons why your website might not be added to the search engines, particularly Google. They include:

- **You may have been penalised in the past.**
If you have been penalised in the past by the search engines, you may find it very difficult to get back into the search engine results pages. Google will now allow webmasters to formally request re-inclusion which can speed up the process if this is what has happened.
- **Your domain name may be new.**
There is a theory amongst SEO professionals that Google deliberately limit the effectiveness of a search engine marketing campaign for new domain names. New domains are put on a “probationary” period to help, the theory suggests, guard Google against search engine spammers. It's not uncommon for the results of a campaign for a new domain name to yield no results at all for between 90 and 120 days. This theory is called the Google Sandbox Effect.
- **You may be replicating content.**
Often a business will use two domains with exactly the same content on each to “cover their bases” in being found in the search engines. For example, the same content may be found at a www.companywebsite.co.uk and www.companywebsite.com. Google will see this as replicating content which is frowned upon and can seriously hinder the success of a Search Engine Marketing campaign because content replication is a technique used by search engine spammers to illegally attract search engine traffic.

Couldn't I just do this myself?

While this guide has given you some of the techniques that we use to ensure the success of a Search Engine Marketing campaign, there is much more we do besides. If you are confident you have the time, the dedication, the knowledge, the resources and the skill to give your website the best chance of being found by the search engines, then yes, you

can do this yourself. If not, then give us a call.

For a no-obligation Search Engine Marketing quote, or if you would like to discover more about how you can benefit from our search engine services, please visit our website www.acsdesign.co.uk or call us on 01904 676764.

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