



Mark Walker
Webselect Internet

Who?

- Established 1998
- Only employ certified Microsoft specialists
- Handle multi millions of pounds in online sales
- Clients include:
 - Coca Cola, The NHS, The Police, Crimestoppers,
 - Hundreds of small to medium sized businesses.



What?

- Web sites, some quick ideas
- Search Engines, how to get listed
- Social Networking, what is it and should you think about it
- The Guild web site, why you should use it
- Your questions



Web sites, some quick ideas

Stop, Look.... And Listen

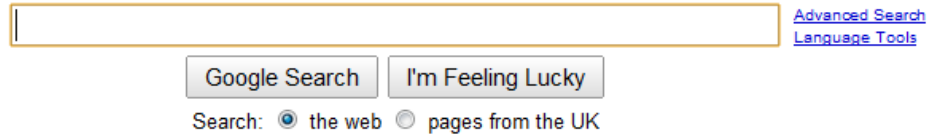
- Who? When? Why?



Search Engines, how to get listed

Content is king

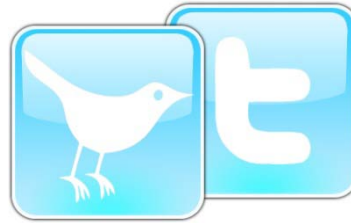
- Page titles
- Page headings
- Text in the page
- URL's (web addresses)
- Inbound links



Social Networking, what is it and should you think about it

Who? When? Why? What?

- Should you?
- What people expect
- Try it yourself first
- Keep it up!



facebook®



The Guild web site, why you should use it

www.chudleighguild.com

- Great search engine results
- Sometimes better results than companies own web site
- Change your listing as often as you wish
- Link through to your site (an inbound link)



Questions

Fire away!

