

# Akg Designs perspective



## STEPS TO NIRVANA

### 1.0

#### WEBSITE DESIGN

Get the right design shop that understands the importance of page ranking in the search results.

### 2.0

#### SET THE RIGHT STRATEGY

Once ranked, get your marketing strategy to continuously evolve to meet the changing market place.

### 3.0

#### ARE YOU WILLING...

Competition is fierce and the market place waits for no one.

Are you willing to fight for your place in the market.

### 4.0

#### INVEST

Search engines do not stop for an instant, it keeps on moving to higher ground.

If your site is to continuously generate revenue and rank high on the search engines. You must invest in the right strategy with sound advice.

It's a changing world...

## Just because.....

Just because your site was high on the rankings and revenues was rising does not guarantee that this great opportunity will last forever. It's a changing world and every avenue for sales is dynamically changing. **Nothing is forever!**

Who would've thought back in 96 that Google will be a corporate entity and have to answer to share holders. With all changes comes greater responsibilities and attitudes but one thing that haven't changed is, "content is still King."

One of the theories that places the websites into a downfall in search results is the Sand Box Theory.

The Google Sandbox is an alleged filter placed on new websites. The result is that a site does not receive good rankings for its most important keywords and keyword phrases. Even with good content, abundant incoming links and strong Google Page-Rank, a site is still adversely affected by the Sandbox effect.

The Sandbox acts as a de facto **probation** for sites, possibly to discourage spam sites from rising quickly, getting banned, and repeating the process. This is one of the changes that has occurred recently. So, what are you to do....

*Having the best ranking takes effort and time that does not stop, it's evolution of technology.*

### Be Prepared to Protect Your Investment.

#### Time and effort

Companies that hire a search engine optimization firm should understand that it is not a one-time effort. Hiring a firm is only the beginning of a long process of

improving conversion rates, monitoring results, and possibly expanding your campaign.

Once ranked and the revenue starts to rise, many businesses stop to invest in their marketing strategy due to cost and resources, this is true for many small businesses.

To rank high and to start your marketing strategy is the **first hard step** in the realms of the internet. (ROI) Return on investment is the second step that takes longer to realize but once reached, this should not be the **door stop** on your investment. remember, technology does not stop.

There are no easy steps to have a commanding internet presence without an effort. Time and time again we stress to clients is that it takes time, money and more money. It's the number one rule of business, "it takes money to make money." There are no easy solution to do business in the physical world nor in the internet. Of course it also depends on the professional service you parlay your responsibility of you website.

Not all of the web design firms are the same in practice. Choose them carefully for a long term relationship to reach your nirvana in business. Remember to protect your investment and a word of the wise, "there is no easy money."

