



eBuilders

CREATING WEB SITES THAT SELL

Internet Marketing Consultants

**for companies who are serious about making
the Internet work for them**

eBuilders specialise in creating web sites for the improvement industries – with a particular emphasis on web sites that market conservatories and replacement windows. Our web sites consistently rank in the top ten for all our major keywords in all the major search engines.

We are often asked:

How do we do it? What is our “secret”? What “tricks and techniques” do we know that other “run of the mill” web designers do not? Some people have even cheekily suggested, “We must be sleeping with the search engines”.

New - One to One Consultancy service - for companies who are serious about making the Internet work for them

Just about everybody knows that the Internet will be important to their business. A whole industry of “so called” experts has grown up ready to “help you” master this new medium. The challenge is that all too often these “experts” have no real time experience or proof that their techniques work. They bought a manual or some auto submission software and they are now in business as Search Engine Optimisation Consultants (SEO's)

BEWARE

If your web site is badly designed – no amount of automated search engine submission software is going to get you ranked higher in the search engines.

BEWARE

Companies claiming to submit your web site to 3000 plus search engines! The truth is that most of your traffic (99.99%) will come from less than 20 search engines / directories.

BEWARE

Companies offering “tricks and techniques” to get you listed. In particular avoid having pages that are optimised for a certain keyword which “auto redirect” to your home page or pages that use hidden text (making text colour same as background). This is SPAMMING and while it may fool some search engines, most are now sophisticated enough to detect this – resulting in your site being banned altogether.

QUESTION

How does a professional business that is serious about developing a large web presence at economical cost avoid the pit falls and get to the top of the Search engine tree?

ANSWER

They use the eBuilders Internet Marketing and Web Design Consultancy service. With our service we offer/include:

- Practical – No nonsense advice on getting a web site that works at economical cost
- We will work with your web designers to ensure that your web site communicates, as it should while being search engine friendly
- We will submit to the search engines that matter – not using any “tricks” – but strategies that they recommend
- You are talking to experts who understand the home improvement industry
- We don't speak ‘fluff’ or jargon

eBuilders limits the number of companies it provides this service to. (Currently we are limiting this service to a maximum of twenty companies.)

All our consultancy work is carried out by Barry Dunlop – our founder and a man with a wealth of experience in the home improvement industry.

Barry makes it his business to tell you how it is. He will surprise you and maybe even shock you when he analyses your web site. (Most people want a refund from their web designers when they hear what Barry has to say!)

He firmly believes that the “the proof of the pudding is in the eating”. If your existing or potential web designers can't prove that they know both how to design a web page that looks good and also one that will rank high in the search engines – DON'T USE THEM!

Indeed Barry goes even further – first you design for the search engines – then you design for what looks good!

COSTS

Well as with all good consultants – we would claim to save you more money than we would cost you!

Fees vary depending on the complexity of your web site and how much / how little you will require ebuilders to do in terms of search engine submission.

As a guide – it's unlikely that many projects / consultations would cost less than £1000 + vat.

For an informal discussion on how Barry and eBuilders can help you master the Internet telephone 01903 856679 or email barry@ebuilders.co.uk

SPECIAL NOTE

With this service – we do not actually construct your web site – we work with your in-house designers or outside contractors as advisors and Search Engine Optimisers.

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