

Marketing Services

Often marketing can be a hit and miss exercise. We've worked successfully with clients to provide effective campaigns. Services range from Internet to traditional.

Internet Marketing

Our designed websites or even previously constructed ones can benefit from our marketing services, these range from basic meta-tag generation, internet keyword campaigns through to full optimisation packages. All our marketing services are competitively priced and are backed by our professional experience in online promotion.

Meta-tag Generation

We take the time to consolidate your content into industry keywords and code these specifics into your website construction. This enables search engines to index your website and can improve rankings. During the process we also look at your site construction and text placement to ensure search engine indexing compatibility.

Internet Keyword Campaigns

Under our guidance we assist you to construct search engine advertising campaigns. These are advertising blocks which appear in most mainstream search engines advertising your products or services when applicable keywords are entered by searchers.

Full Optimisation

Traffic Driver provides all the tools necessary to achieve a great search engine ranking, with advanced submission and optimisation tools:

- Monthly submission up to 400+ search engines*
- Meta tag generation*
- Guaranteed Google placement*
- Keyword recommendations tailored to your site*
- Ranking and link popularity data*

So give your website search rankings a competitive edge. Drive greater website value, increase sales and beat your competitors by adding one off four Traffic Driver plans.

*Dependant on chosen package as we offer 4 levels.

Website Visitor Tracking

Track your website visitors with a graphical statistics tracking package:

- Graphical website statistics
- Page popularity
- Website referrer URLs
- Search engine keyword referrals
- Custom watches
- Geographic location analysis
- Browser and operating system analysis
- Broken pages
- Session lengths



Traditional Marketing

Traditional marketing is very important and never should online marketing efforts replace traditional methods. We recommend that for maximum impact combining both online and traditional methods is the most advantageous. It is therefore important that you coordinate both marketing threads bringing consistent identity into the public domain.

Our Traditional Services

- Leaflets
- Published Articles
- Brochures
- Mailings
- Flyers
- Exhibition/Boarding Displays
- Wall and Window Posters
- PowerPoint presentation templates

Referrals are key to new business but marketing is key to sustaining long term market presence . . .