



# Driving Sales Leads Online

## Key Considerations

- Has your website been optimized in the past?
- Does it now need updating, or do you need it engineered “from scratch”?
- What are your main keywords and key phrases?
- What geographical regions is your business focused on?
- How much is your cost per lead for traditional marketing tactics?

## About Ridge Web

Ridge Web specializes in search engine optimization and online marketing for new and existing businesses.

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## Is Your Business Invisible?

In an era when even the smallest of companies spends large sums of money on traditional marketing tactics to drive sales leads, it is shocking how many companies have zero visibility on the main search engines. By making even a small investment in search engine optimization and pay-per-click marketing, a company can quickly increase inquiries and sales leads at a very low comparable cost.

Many business people still believe that simply having a website is enough to service their online sales channel. But no matter how much you have invested in *building* your website, this will not make it visible on the search engines. You must also *promote* it.

In order to drive any serious volume of business through your website, you must make it easy for the search engines to find your website when people search on keywords that are relevant to your business.

Keywords and key phrases are terms that people use when searching for your solutions. In the case of Ridge Web for example, people would use keywords like “web” or key phrases like “search engine optimization”.

In order to optimize a website for certain keywords or phrases, the site needs to be “engineered”. The search engines use secret, yet relatively well understood algorithms based on your websites source code and inbound links to choose which websites should rank high or low for certain keywords.

While securing high rankings can take some time, it is possible to gradually build these rankings, which eventually rewards the winners with a high volume of sales leads at very low cost.

In the short term, pay-per-click advertising can be a cheap and effective way of generating qualified sales leads immediately.