

VIRALWEB LTD web design • search engine optimisation • pay per click • web copywriting



Home

Web Design

Good web design is about creating a site that:

- is search engine friendly and hence indexed
- creates instant credibility that makes a visitor happy to stay
- enables the visitor to complete their chosen task

The fact is nothing else in web design really matters. You can create the most beautiful web design with all the latest technologies but if it is not found and people can't use it...

[More about Web Design »](#)

Search Engine Optimisation [SEO]

Search Engine Optimisation is about being found naturally in a Search Engine Results Pages [SERP]. It does not happen quickly and is very much dependant on good HTML coding and understanding how SEO works.

The big benefit is if done correctly Search Engine Optimisation is much more cost effective than using Pay Per Click. [More about Search Engine Optimisation »](#)

Pay Per Click [PPC]

Pay Per Click simply means you set up on line advertisements that appear when searches are made on your various selected keywords.

It works because only people who have used your keywords get to see your advert and only if they click your advert do you pay.

PPC is very useful for new sites because unlike Search Engine Optimisation, Pay Per Click is immediate. [More about Pay Per Click »](#)

Copywriting

Content is king and web design must be focused towards the customer. The marketing mantra of "selling the benefits" still applies. You have between 25-35 seconds once someone arrives at your page to "sell the benefits".

Your copy also needs to be written with search engine spiders in mind as they will judge your relevance partly by the density and code position of your keywords and phrases.

[More about Copywriting »](#)

Web Design Portfolio

Eldapoint Container Conversions
Conversion of 20' & 40' shipping containers to your requirements

Halton Bathrooms & Kitchens Ltd
Halton Bathrooms & Kitchens Ltd

Westera
Are you an experienced Service Charge or Area Consultant?

See how SEO works...

Try these searches in Google:

- "Kitchens Widnes"
- "BS6700"
- "ex shipping containers"

[See what you should have found »](#)

Embedded Videos

Google can now return web videos in searches. [See more on web videos »](#)

Search for Viralweb

"Web Design Widnes", "Search Engine Optimisation Widnes", "Pay Per Click Widnes", "Search Engine Optimisation Halton", "Web Design Halton"