



Web page address:

WAVE this page!

Upload a file

WAVE report

Icons Key

History

Help

Get the toolbar

Read the blog

About WAVE

Feedback

Errors, Features, and Alerts

Structure/Order View

Text-only View

Outline View

Disable styles

WAVE has detected no accessibility errors

...but you must still check your page to ensure it is actually accessible.

The following are present in the head section or apply to this page in general:



Accessibility **title** **TAB** **A** ***tabindex=1*** **A** ***accesskey="0"*** Skip

Navigation **title** **TAB** **A** ***tabindex=2*** **A** ***accesskey="6"*** Site Map

title **TAB** **A** ***tabindex=3*** **A** ***accesskey="3"*** Accessibility Policy **title**

title **TAB** **A** ***tabindex=4*** **A** ***accesskey="5"*** Privacy Policy **title** **TAB**

tabindex=5 **A** ***accesskey="4"***

title **TAB** **A** ***for="query"*** Site Search: **id="query"*** **TAB** ***tabindex=6*** **TAB** ***tabindex=7***

h1 VIRALWEB LTD **!** web design SEO PPC & web copywriting

Home **title** **TAB** **A** ***tabindex=8*** **A** ***accesskey="1"*** Contact **title** **TAB** **A** ***tabindex=9*** **A** ***accesskey="2"*** Web Design **title** **TAB** ***tabindex=10*** Search

Engine Optimisation **title** **TAB** ***tabindex=11*** Pay Per Click **title** **TAB** ***tabindex=12*** Copywriting **title** **TAB** ***tabindex=13*** Google Maps **title** **TAB** ***tabindex=14***

Google Calendar **title** **TAB** ***tabindex=15*** PDFs **title** **TAB** ***tabindex=16*** Web Videos **title** **TAB** ***tabindex=17*** Google Analytics **title** **TAB** ***tabindex=18***



alt ***main image***

Web Design

Good web design is about creating a site that:

- title** **TAB** **A** is search engine friendly and henced 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 website with all the latest technologies but if it is not found and people

can't use it, you've wasted your money. [More about Web Design](#) **title** **TAB** ***tabindex=20***

Search Engine Optimisation [SEO

Web Design Portfolio



alt ***Go to Eldapoint web site. This will open a new window*** **long desc**

View long description **title** **TAB** ***tabindex=28***

Embedded Videos

Google returns web videos in searches so they are a useful SEO

title **TAB** ***tabindex=28*** tool. [See more on web videos](#)



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. Also SEO stays active well after any PPC advertisement budget may have ended. [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,

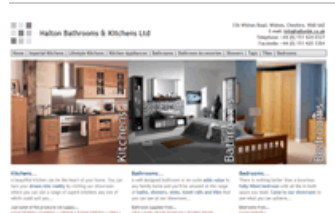
Pay Per Click is immediate. [More about Pay Per Click](#)

Copywriting

Content is king as far as web pages are concerned and must be focused towards the customer. The old marketing mantra of "selling the benefits" most certainly still applies. According to research 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](#)

[*tabindex=24*](#)



[*Go to Halton Kitchens web site. This will open a new window*](#)

[View long description](#)
[*tabindex=25*](#)



[*Go to Western Environmental web site. This will open a new window*](#)

[View long description](#)
[*tabindex=26*](#)

See how SEO works...

Try these searches in Google:

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

[See what you should have found](#)
[*tabindex=27*](#)



This video is credited to

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Check out Jenny Lewis and The Watson Twins...



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