

Digital Marketing for the Independent Retail Sector



Gazelle
Communications

Search Engine Optimization The Secret of Getting Found

The life span of a Google query is less than 1/2 second, and involves quite a few steps before you see the most relevant results. Creating a website is just one part of any Digital Marketing experience, knowing how to develop it so it's 'Search Engine' friendly is just as important.

It is extremely difficult to take an existing website and then plug-in certain SEO aspects. To get the best results, the site must be designed from the ground up with SEO in mind. After all, you would never attempt to bake a loaf of bread and then add the breadcrumbs.

When building your new website, always think of SEO as the bread crumbs that holds all the other ingredients of your website together. If you follow these rules the result will be much more effective and your new website should rank higher on search engines like Google, Bing and Yahoo.

Gazelle Communications (NI) specialise in Digital Marketing. We can create modern, slick, easy-to-navigate SEO compatible websites for the independent Retail Sector that won't break your budget.

www.gazellecommunications.co.uk



RetailNI

Standing up for
Independent Retailers