



**TOP SPOT:** Llew Jury uses search engine optimisation to bring in business for companies.

**Picture:** Steve Pohlner

SEARCH engine optimisation works and will bring visitors to your website.

The latest technology trend helps companies dominate their field for certain internet searches, and enables websites to get in the top 10 results of a search engine home page with limited keyword descriptors.

In the current economic climate, tools like these are invaluable to any type of business, in any industry, large or small.

Sam McNaught, national e-marketing manager of Devine Ltd, said website visits had increased notably.

## It pays to dominate website searches

“We are currently using Reload Media and will continue to do so in the future, they are certainly easy to deal with, flexible and achieve excellent results.”

Reload managing director Llew Jury said businesses that were unable to access this technology, either now or in the future, were missing out on a

low-cost, potentially high-yield opportunity, as more and more people were going online.

“With most people still clicking on the organic main page search results, businesses need to have some search engine optimisation presence to ensure they remain on the first page now and into the future,” Mr Jury said.

“Another aspect of our business is search engine marketing, a service used to maximise businesses online business revenue and quantitatively measure the online effectiveness.

“We have employed staff who are Google AdWords qualified individuals, who will monitor your campaign to ensure the best possible sales conversion rates.

“We are then able to generate traffic to your site by using advanced tracking and advertising tools, resulting in sales for your company.”

**Alex Tilbury**