



## Search engines (Web Promotion & Marketing)

Thanks to strategic partnerships with **leading web marketing agency** in Italy, we offer the best services for online promotion and **positioning in search engines** available today in the Italian web scene.

### What is the online promotion?

Having a website is important, make it a **true business tool** is even more!

The **web marketing** and positioning on search engines are just that: retaining customers, **finding new ones** and expand their business opportunities.

All this is possible in the first place having a **highly visible site that generates targeted traffic** (ie trying your products / services) and secondly the use of tools and technologies to **increase contacts and sales** (both online and off-line).

### Why activate the online promotion?

As you surely already guessed, is essential for your website:

- **Have a continuous influx of visitors interested** in your products and services: this traffic on the Internet is mainly generated by the **search engines** to gain about **90% of total traffic** on the web

- **Being in the right moment:** it can offer your services and products when **your customers will demonstrate the need** (while searching)

- **Be found by new customers**
- **Make contact with new customers**
- **Maximizing Branding:** Recent field studies indicate that people interpret as a **leader** in the field in which they operate **businesses and professionals at the top in search engines**

- **Fighting competition** anticipation: in fact the web is still growing, especially because **more and more users rely on Internet** to find and buy products and services directly online

**How long does it take to promote my website?** This largely depends on competitive terms in which it operates and would like to receive traffic on your site.

However, an indicative

**time line for implementation and development are relatively short and tangible** already in the first few months of promotional activity.

### What is web marketing?

Our philosophy and that of our partners, consider web marketing in these terms:

- **Not hide a list of keywords into your site:** our services do not go against the guidelines of search engines and hence will not be considered SPAM

- **It is not a magic wand:** this means that to get good results, you should make changes and adjustments that will continue to assess strengths and weaknesses of online promotion. All this to achieve a positive ROI in the short term and improve over time

**Not yet a banquet?** So the only thing missing is you know in person and "touch" our professionalism, competence and availability. Ask for more information, fill in the

[CO](#)

[ntact.](#)

Service offered in collaboration with  
**Public Life World**