



## A Frequently asked Question is:

Will my site show up at the top of the first page when a key word is typed in?

**The key to answering this question is understanding the difference between general Internet Presence and Digital Media Marketing. It would also be helpful to understand that web design and development, though related, is a different service from search engine optimization (SEO)**

### ◆ **General Internet Presence:**

Creative Business System provides a monthly Service Package to each customer. One component of this service is maintenance, which sustains the site in an optimal condition, allowing Google to recognize and rank the site accordingly. The end result is that whenever your site is searched for by name, and in rare cases even by keywords related to your business, your site will appear on the first page. This is Internet Presence, and allows your site to be displayed and advertised online without further ado. All of our websites include an integrated professional SEO package (YOAST) which comes with your monthly hosting. On a side note, the fact that your site is hosted on a Dedicated Server is in itself a big boost to your Internet Presence and Google rankings, not to speak of the overall enhanced performance of your web site. (see the article at [customerpreview.com/speed](http://customerpreview.com/speed)).

### ◆ **Digital Media Internet Marketing:**

If Internet Presence does not meet your marketing needs, a more aggressive approach can be employed. **Digital Media Internet Marketing** is designed to drive traffic to your web site. It involves multiple routine strategies that assure that your web site receives visitors on a regular basis. Some of these strategies are Pay Per Click Social Media advertising, posting to Directories and Search Engine Marketing SEO campaigns. You will work closely with a Campaign Advertising Analysts, a Digital Marketing Strategist and a Search Engine Optimizer. These services though often effective, cannot guarantee a customer base or a return on investment. Digital Media Internet Marketing requires a financial investment that may range from \$300 - \$3000 a month or more. For this approach strategist will project the return on your investment based on a history of other businesses in your industry. This historical analysis is quite accurate and allows the business owner to set his budget accordingly. Pre analysis also helps the business owner determine whether General Internet Advertising would suffice as opposed to investing in Digital Media Internet Marketing. Strategist also take a look at the marketing strategies used by your competition to determine what is required to achieve an advantage. Creative Business System always recommends testing the General Internet Presence platform first before investing into other marketing strategies.