Belstar Media, Inc.

Building websites with 5 star service
About Belstar Media

- Started 1999, in business 17 years
- 65+ clients, sizes small to large & many industries
- Serving clients throughout US & abroad
  (IA, IL, WI, OH, PA, FL, CO, UK, Netherlands)
Services Provided

• Website Design & Development
• Hosting & Domain Management
• E-commerce Solutions
• Custom Programming
• Mobile & Responsive Sites
• Content Management System (CMS)
• Search Engine Optimization (SEO)
• Social Media & Online Marketing
What is a CMS (Content Management System)?

A content management system is a web-based application used to upload, edit and manage content displayed on a website. A CMS can perform a variety of different tasks for a site and also enables less technical individuals to manage content easily without a coding background.
Benefits to Implementing a CMS Include:

- Streamlined authoring process
- Faster turnaround time for new pages & changes
- Greater consistency
- Improved site navigation
- Increased site flexibility
- Increased security
- Reduced duplication of information
- Reduced site maintenance costs
What is a Mobile Optimized Site?

A mobile website is designed specifically for mobile devices considering all the limitations and opportunities of the platform. While developing a mobile website you should keep in mind the small screen size, interaction methods (touch) and limited connection speed.
What is a Responsive Web Design?

Responsive web design allows you to have a single website that automatically fits the screen size of the device on which it is being viewed. This is achieved by adapting the content, design, navigation and interaction method to deliver the same comfort and usability to the mobile user as to the desktop user.
Advantages of Responsive Design Include:

- Single site
- Super flexible
- Excellent user experience
- Cost effective
- Recommended by Google
- Easy to manage
What is SEO (Search Engine Optimization)?

Search Engine Optimization is the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.
Benefits to Implementing SEO Include:

- Is good for business visibility and branding
- Provides your business with credibility
- Brings your business web traffic
- Has one of the best ROI in advertising
- Gives insight into your customers
7 Most Common SEO Myths Debunked

1. **SEO doesn’t work**
   44 percent of customers begin their purchase by using a search engine, this traffic converts to customers

2. **SEO is expensive**
   SEO tasks take time & effort but keeps bringing results long after

3. **I don’t need SEO**
   Not promoting your business online means you’re missing out on one of the biggest opportunities to grow your business

4. **It takes too long; Pay-per-click (PPC) is faster**
   PPC is almost instant but requires constant investment and more people click on organic ads than paid listings
5. **SEO will require me to change my website**
   Yes, a business may need to change their website to improve SEO, as poor design, confusing structure or weak content will hinder efforts. Without these optimizations, your website would fail anyway.

6. **SEO changes too quickly**
   Yes, search engines have frequent changes but most of these changes won't affect your rankings. The SEO expert knows the ones that do impact your site.

7. **SEO can be automated**
   SEO can't be automated. Don't believe anyone who says that everything can be done in only one click. If you are ready to spend your time and money on SEO, make a smart investment.
What are 10 Steps in the SEO Process?

- SEO Goal Understanding
- Keyword Research & Analysis
- SEO Benchmarking
- Competitor Analysis
- Website Structure & Content Optimization
- Social Media Integration
- Localization Optimization
- Back Links Building
- SEO Maintenance
- Monthly Reporting
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