



Spalding Web Design

Spalding web design company, Web Centre Plus, are able to provide a suitable web design for any size company, from a new start up business to the long established company.

In fact to get you started online with your new business we can build you a single page with your company logo and all your contact details relatively cheap, then once your business begins to thrive you can then come back to us and discuss expanding your web design to something more suitable.

One thing that sets [Spalding web design](#) company, Web Centre Plus apart from all others is our twenty years in the business and the expertise we have accumulated over the years in web design, business web hosting, website management and website marketing.

Website Marketing

Website marketing is a must for success, website marketing includes your on page SEO and the optimizing of your page content, then, once all this has been done correctly it's then onto the most important part, back linking.

Building backlinks as part of your [website marketing](#) package is not that difficult, it's just time consuming, although creating the wrong back links can do more harm than good. You can spend months building back links that can make no difference at all to your website positions, or worse, have a negative affect on your positions, with our exclusive back linking service you will be getting back links from some of the highest ranking websites on the Internet.

All the website's we can get you a backlink from have a page rank score of between 7 and 9, this is a lot of power linking back to your website.

Over time, these backlinks will have a positive impact on your search engine positions and slowly move your website up to the first page position.

Web Design

Web design is getting easier with all the latest tools available online, many people can now build their own website with ease, the problem here is, your website will be full of rogue code and very often, search engine unfriendly.

If you are serious about your business then employing the services of a local web design company is essential, not only will they be able to build you a professional looking website, it will be, in most case, built properly.

We build website's with the search engines in mind as well as your website visitors, so we build search engine and people friendly website's, that way if you want to go ahead with website marketing your website will be ready to go. We also make sure your website is mobile friendly since this was introduced last year as a search ranking factor.

Web Hosting

Web hosting is just one important part of your online business, I have said this many times, and for a good reason, only buy [web hosting](#) from the country you trade from, really, you must get this right. You can have a great web design and a good website management plan but if your company website is hosted the other side of the world it can have an impact on your search engine positions. This is a fact so please take notice of this.

Domain Extensions

Something else you should think about, your domain name extension, such as .com or .co.uk, this is also important, it really is best to have both with your website on your .co.uk and your .com either diverting to your .co.uk or with a little information about your business on it.

When I do a search for anything online, I look for a .co.uk website to visit, as many UK people do, you see, they don't want to be taken to a website in Kansas, or Florida, they want to buy from someone in Leeds or Nottingham for example, not across the Atlantic.

Blogging

Having a blog site incorporated into your web design is a fantastic step forward, we build in a blog site into your current website and link it up with your social network, then, when you add a new blog post it updates your LinkedIn, Facebook, Twitter and Google plus accounts. It can also go a little further by updating a Tumblr blog and Wordpress too.

A great web design is of course wonderful, but without everything else in place your chances of online success can be limited.

Imagine your new web design is launched and everyone is happy with how it looks but after a while, once the novelty wears off, you realise that all that time and effort, not to mention the cost, was starting to look rather futile.

You think, as many business owners seem to believe, once your new website goes live the money will just come rolling in, it won't, the phone won't start ringing and the orders won't be flooding in, sorry, but it's true.

So what do we need, well that's simple, after your wonderful web design is live on the Internet and you have a top quality web hosting package in place you need to look at [website marketing](#), this is actually a mind field but what you need to do is find a local firm if possible, if not then try a little further out but find a company that can assure you they know what they are doing or you can end up spending a small fortune and getting nothing back in return, which sadly, is usually the case.

It's a little similar to what happened a few years ago, computer shops thought adding web design to their services would bring in extra money, they didn't really know what they were doing but that didn't matter, and it's the same for web designers, they think, oh, let's offer website marketing and earn an extra few quid, well, businesses soon learn you are a waste of time and start to look elsewhere.

I always say, don't do anything unless you are good at it or you just won't enjoy what you are doing, [website marketing](#) is very rewarding if you know what you are doing, you take a company website and turn it around so it starts to show results, apart from being paid for your time, the real reward is the end result, the pure satisfaction of what you have achieved.

Like I said earlier, a good web design is great but without everything else in place it won't reward you as it should.

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