



## What you can expect from JEM -

1. Products and services, as well as overall site design and layout is a matter of owner preference. Products and services are your business. The latter two fall within the responsibility of Web developers. Frankly this is not our area of expertise. We do not judge those factors in a Website except for the overall “appeal” and certain “must haves” we look at from an objective point of view.

**However, please note: A lot of Web developers know little about Web marketing.**

2. We concentrate efforts in the areas of **Web marketing**. We teach and mentor self employed and small business owners in ways to improve their Web marketing through do it yourself techniques, which fall into...

### Two Distinct Areas:

A. Website owners must make their sites **friendly to Google** searches as the first step in successful Web marketing. Web owners should know what a Google search result is and strive for their marketing results to appear high in Google Search Engine Results Page (SERP - Web jargon). Why? Simply because Google is the current dominant search engine, garnishing some 67% of all searches as of recent reports. And, Google lays down some clear “rules of the game” it says you have to take to make your site friendly. There are two types of activities that gain top placement in SERPs:

- I. Pay as you go (“Pay Per Click” or PPC - Web jargon) which is not our area. These are the sites displayed in the right side bar (Web page structure) of a results page or in the main (left) column at the top of the results page. A recent study states only 30% of all searchers “click” on PPC ads.
- II. The free (also known as “organic” or “natural” - Web jargon) are the 9 or 10 results on each page that follow under the top paid ads or appear when there are no paid ads. The study suggests nearly 70% of all searchers click here because they ‘trust’ these results more.

### **We evaluate whether a site meets the basic criteria to make it friendly to search engines so they can garnish free high results.**

B. Website owners must understand making their site friendly to search engines is just a mid-step in a journey. The longer, more involved step is to **market their site and draw traffic**. This leads to additional sales in most cases. There are millions of other sites on the Internet you compete with for people's attention in this day and age.

It is no longer possible just to hang out a shingle (Website) and expect people to beat a path to your door. Marketing is an on going process of trial and error, adjustments and updates.

### **We teach these concepts and techniques – why?**

Frankly we do not have the time to do everything for everyone. If you are hungry and I give you \$10.00, you could probably buy enough food to be satisfied for a day. If I teach you how to fish, farm or to hunt, you can be satisfied for a lifetime. The Web is a jungle; we'll help you learn to be a "hunter!"

### **What we do not do:**

Administer your site and write new code. However, we may be able to provide a referral to assist you here.

Or, we can assist you if you use a program we are familiar with or can access through your site provider.

Please feel free to contact me directly with any questions.

My staff and I look forward to being of further service.

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Vice-President

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