



# Does your website work for you?

Even the best of websites will be lost in the ether without promotion!

The team at PCM have a refreshing new way of getting your company noticed.

We have a “no smoke and mirrors” policy, our approach is transparent to our clients.



## The PCM Approach

### Web-enhancements

- Structuring & navigation
- Website design
- Functionality

### Research

- Your industry
- Your business
- Analytics
- Website testing
- Trends

### Social Media

- Twitter
- Facebook
- LinkedIn
- Youtube campaigns

### SEO

- Building relevant links to your site
- Using blogs & forums
- Enhancing keywords on your site

### Online PR

- Writing editorial articles
- Featuring them on different article sites & linking them

### Offline PR

- Writing editorial articles
- Contacting local press

### Advertising

- Appraising your budget & advising on relevant advertising
- Collaborative construction of adverts
- PPC Management
- Banner advertising

- Our flexible plans can accommodate your budget
- No Long term tie-in

Call us now on **0113 231 1066** to discuss how we can get you noticed!