

## **Jezweb Services- Responsive and Optimised WordPress Websites**

We Build Beautiful Websites for Your Business

We build websites for businesses and organisations, here are a few we have completed. Our overall aim in most cases when setting up a website is to provide a profitable return on investment for the business and to ensure it loads quickly, looks great and leads people to make an enquiry.

Some Websites We've Built

Clements – [clementscare.com.au](http://clementscare.com.au)

Maitland Air Conditioning – [maitlandairconditioning.com.au](http://maitlandairconditioning.com.au)

Tony Mowbray – [tonymowbray.com.au](http://tonymowbray.com.au)

Newcastle Surf School – [newcastlesurfschool.com.au](http://newcastlesurfschool.com.au)

Solahart Newcastle – [solahartnewcastle.com.au](http://solahartnewcastle.com.au)

Solahart Sunshine Coast – [solahartsc.com.au](http://solahartsc.com.au)

McElwaines – [mcelwaines.com.au](http://mcelwaines.com.au)

Tamworth Florist – [tamworthflorist.com.au](http://tamworthflorist.com.au)

Jason Reading Landscapes – [jasonreadinglandscapes.com.au](http://jasonreadinglandscapes.com.au)

Port Ash – [heliservices.com.au](http://heliservices.com.au)

Lake Charters – [lakecharters.com.au](http://lakecharters.com.au)

Club Motel Armidale – [clubmotelarmidale.com.au](http://clubmotelarmidale.com.au)

Nexus Access – [nexusaccess.com.au](http://nexusaccess.com.au)

FIN Aluminium – [fin.com.au](http://fin.com.au)

Shutter Guy – [shutterguy.com.au](http://shutterguy.com.au)

GATO Kobelco – [gato.com.au](http://gato.com.au)

Maitland Locksmiths – [maitlandlocksmiths.com.au](http://maitlandlocksmiths.com.au)

RJ Electrical – [rjelectrical.com.au](http://rjelectrical.com.au)

Strahan Bungalows – [strahanbungalows.com.au](http://strahanbungalows.com.au)

Mackay Group Builders – [mackaygroup.com.au](http://mackaygroup.com.au)

Newcastle Art Society – [newcastleartsociety.com.au](http://newcastleartsociety.com.au)

Amazing Roof Restoration – [amazingroofrestoration.com.au](http://amazingroofrestoration.com.au)

Key insights from this video of Matt Cutts speaking about WordPress wordpress automatically solves a ton of seo issues... the mechanics of search optimization you want to have people know about you, you want those people to be reputable there is a tension between relevance (what you say on your website and how) and reputable (what people say about you). Your website needs to be on topic, something that

you care about, write often and with enthusiasm keywords are important what keywords do your clients use to find your products and services throw in one or two variants that people might type of keywords you can overdo it, google doesn't say include a keywords 400 times, just a few times on a page is fine don't bold every keyword all the time how do you get more reputation... to be more known... be interesting add new insight to a topic, add something of value update often so that people want to come looking for whats new

the secret of blogging... katamari... start small... start in a niche where you can do well then build up and build up.. rollup other topics into your blog gradually original research and reporting is an outstanding way to 'add value' its really easy to do video, it can drive a lot of attention to your site and google really loves video things you should not do.... if something looks too good to be true it probably is, don't publish spammy BS don't spam keep wordpress updated

At Jezweb, we love WordPress and we're sure you will too.

### **Matt Cutts of Google on WordPress**

Matt Cutts comes on stage at about 21sec in from the start of the clip and speaks for 45min. Matt Cutts is the head of Google's spam team talked about the basics of how Google search works and how you can boost your site's results in Google searches. He also talks about how WordPress takes care of 80-90% of Google's crawling issues simply because it makes an excellent platform for not only blogging but for any web site.

### Mobile Responsive

Phones, tablets, desktops and laptops; your website should look great on each screen size and device so that no matter what your customers use to access your website they can navigate it easily and quickly.

### WordPress Websites

100% WordPress every day, we love it. With a range of premium plugins and unique improvements we simplify your WordPress website and make it an effective sales tool you can update.

### Shopping Carts

WooCommerce leads the WordPress shopping carts and we provide every extension necessary to sell, ship and track your products from warehouse to delivery. Your website can include complete ecommerce functionality.

### Search Engine Optimization

Get onto the first page of Google for your best converting keywords and phrases so that potential customers find you and enquire before they get to your competitors.

### Writing Content

Thousands of words carefully crafted into pages, articles and blog posts. We get to know you and your business so that the writing on your website is informative and accurate.

### Website Hosting

Absolute reliability so that your website is online all the time, ready for potential customers to find you and place an enquiry. Cloud hosting provided by industry leading engineers and servers.

### Domain Names

Get our help to pick a short, memorable, easy to spell domain name that will be clearly heard on phone calls and convenient as a website and email address domain. Registration and renewals carefully managed so that your domain is secure.

### Order Forms

Whether you are holding a charity bike ride, selling custom made signs or a collecting entry fees for an event we can setup a simple online order form connected to PayPal or Stripe using the Gravity Forms premium WordPress plugin.

### Graphic Design

Logos, brochures, flyers, business cards; design and printing all arranged and perfect so that you can get back to work and have professionally styled sales material on hand. We make sure your website design suits your company graphics and style.

### Email Hosting

Whether you use Outlook, Mac Mail, your phone, tablet or the webmail, from simple email accounts through to hosted Microsoft Exchange with shared calendars we can setup exactly what you need.

### Email Marketing

Advice and design for newsletters and campaigns in Mailchimp and ActiveCampaign with advice on how to write compelling, lead generating emails that make your prospects press reply.