

## News November 2013

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This is the latest news from TCRM Towers brought to you by us, sorry got into Huw Edwards mode (Is he from Bridgend or Llanelli?). We are having a great month, probably one of our best ever. A full order book, a good steady flow of new enquiries, zero system faults and a new supplier of coffee and donuts. We have a marked increase in enquiries from businesses that are completely dissatisfied by their existing web company. Most complaints are about slow turnaround times for completing updates and or fixing problems. I think most of our customers would agree that we try to sort out your problems within the working day or possibly two . Our content management systems allow the majority of our customers to manage their own content keeping their web sites fresh and error free. We are sure a good CMS is the way forward and TCRM want to make sure you have the tools to keep your web site current and thereby competitive. There is one big area of concern in the web business at the moment and that is SEO. Google has recently done yet another update which has adversely affected some of our customers; some rankings just dipped for a few weeks and then recovered but a small number were adversely affected. We know a lot about SEO but we are not arrogant enough to think we cannot learn from others therefore we took on two SEO consultants (reputed experts in SEO recovery) to look at how this has happened. We gave them both a target each and after some money was spent one increased a position from 90 to 70 (The target was top ten) and the other made no difference at all. We also have had several comments from existing customers that the number of SEO companies contacting them has ramped up, this is almost certainly due to the failure of a lot of SEO companies to give any benefit to the business and often for a lot of money. All we can say is be careful, we are honest brokers in the SEO game but some companies are not.

