



On Top Study Reveals Small Businesses Are Being Faced With Intrusive Pricing for SEO and Internet Marketing Services

On-Top Web Design Ltd, May 09, 2007

URL: <http://www.pr9.net/comp/internet/5532may.html>

New Media Company On-Top Web Design Ltd (<http://www.on-top.co.uk/>) have completed a study which revealed many companies are paying as much as four times what others are paying for similar or identical services. The study covered UK web design and UK internet marketing agencies that offer small business solutions in the SEO and SEM space.

PR9.NET May 09, 2007 - Manchester, UK – On-Top Web Design Ltd has completed research which would suggest that some UK companies are charging as much as £250 per hour, while others offer entry level web design and SEO packages for as little as £99.

Cas Paton, Managing Director of On-Top Web Design Ltd (<http://www.on-top.co.uk/>) suggested possible reasons why the web design and SEO market has yet to be affected by commodity pricing "With products such as kitchen appliances a consumer is able to compare price A with price B, however with web design and SEM services things are far less black and white. Certain companies are choosing to use jargon in an attempt to mislead businesses and persuade them that their services are some how more labor intensive than similar solutions offered by their competitors. With On-Top web design we aim to speak with non-technical management on a level they understand, allowing them to make an informed choice through concentrating on the deliverables rather than the methods and technologies that will get them there."

On-Top Web Design Ltd (<http://www.on-top.co.uk/>) noted that certain businesses were offering packages with which they would guarantee a top position in major search engines in turn for a large fixed yearly contract. From then subsequently looking at the terms and conditions it became apparent that the guarantee only applied under certain circumstances and when certain technical benchmarks were in place prior to the commencement of the contract.

Cas Paton, Managing Director of On-Top Web Design Ltd (<http://www.on-top.co.uk/>) said "it is only natural that businesses would be taken in by promises of being in the top 10 for keywords and phrases which would suggest that the search engine user would be interested in their products and services. When our company performs initial competitive intelligence and looks at our client's website we can often feel confident that attaining a top 10 position is highly feasible, however we refrain from including this as a contractual obligation. A successful SEO campaign should look at the aggregate targeted traffic that you attain for your clients, rather than just their position in the search engines. It is also the case that you cannot control the actions of search engine users nor the search engines themselves, so to offer any guarantees would usually suggest a lack of understanding on the part of the SEO Company or that they are attempting to disguise this guarantee under technical parameters that the client is not able to understand."

Contact:

On-Top Web Design Ltd.
Warehouse 1,
Albany Road Trading Estate,
Chorlton,
Manchester M21 0AZ

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About On-Top Web Design Ltd

Based in Manchester, UK On-Top Web Design Ltd (<http://www.on-top.co.uk/>) are an affordable web design company that offer web design services, e-commerce services and internet marketing services. On-Top Web Design enjoys great relationships with their clients through firstly scoping their business objectives, and then suggesting technical solutions that will help them achieve their goals.

Phone:	008000016686
Website:	http://www.on-top.co.uk
E-Mail:	equipmentster@gmail.com
Address:	Albany Road Trading Estate Chorlton M21 0AZ