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WebDuck Designs primary goal is to exceed our client's expectations by developing the product they want. In addition to custom website design/devolpment, we offer a wide variety of web related services including online marketing and search engine optimization. Our experienced web development professionals are ready to help you take full advantage of the limitless possibilities the world wide web has to offer.

SEO/Online Marketing Tip of The Month



Online Press Releases are a great way to advertise newsworthy information and increase website traffic.

Visit us online to find out more about [Search Engine Optimization](#) and [Online Marketing](#)

WebDuck Designs New Custom Online Store

WebDuck Designs is now offering fully customized online stores to meet every businesses individual needs. Because the online store was built in house it is completely modular which allows us to add or change anything we want. This means that as your business grows, new features can easily be added to meet your changing needs. Not only does our new online store have scalability, but it allows for limitless design possibilities. When help is needed, many opensource pre-made shopping cart programs lack support aside from community forums. The WebDuck Designs customized online store is built in house meaning support is never an issue. Unlike the premade shopping cart programs WebDuck Designs online store is search engine optimized to assist in your search engine ranking and ability to be found. WebDuck Designs is currently integrating our search engine optimized custom shopping cart for Office Bella which is an online office supply store that will be competing directly with the likes of Staples and Office Depot.



[Click Here To View The Home Page \(under construction\)](#)

Website Design Contest

*Earn \$300 For
Your Design*

WebDuck Designs is offering a unique opportunity for graphic artists, website designers and independent contractors to submit a website mockup using specified design parameters for a chance to earn \$300.

[Visit Us To View New Projects](#)

Affiliate Of The Month



Family Vision Centers is a full service Optical Facility with locations in Bridgeport and Stratford, Connecticut. Their online store (famvision.com) now offers Contact Lenses at a savings of up to 50%. You can also get more information about Family Vision Centers by going to their new website being built by WebDuck Designs.

[Visit Our Affiliate](#)

Quick Links

Please contact us to discuss a custom online store for your business.

About Search Engine Marketing (PPC)

Pay-Per-Click (PPC) or Search Engine Marketing is a form of online marketing involving search engines. Advertisers create advertisements that revolve around specific keywords relating to their product to entice visitors.

The placement of ads in search engines is determined by the bids made by advertisers. The higher the bid, the higher the ad will rank. Whenever a searcher clicks on the ad he/she is then redirected to the advertiser's website. The advertiser only pays when their ad is clicked on.

As with any form of online marketing Pay-Per-Click advertising has its advantages and disadvantages. The most important factor of a successful Search Engine Marketing campaign is tracking. Without proper tracking, a good campaign can become very **un**profitable. A large number of clicks and not many purchases can make search engine marketing a very costly and unprofitable method of online marketing. The advantages and disadvantages should be weighed in order to decide if Search Engine Marketing is right for your business.



Properly tracked Pay-Per-Click ads can be an important part of some online marketing campaigns; however they are not always a successful method and should not be the sole source of advertisement. Search Engine Marketing works best when performed along with other forms of online marketing.

[Read Full Article](#)

WebDuck Designs offers a variety of online marketing services including Pay-Per-Click management.

Thank you for taking the time to read the first of the new WebDuck Designs newsletter, which we created using Constant Contact. If you have any suggestions on how we can improve this newsletter than please feel free to contact us. If you do not wish to receive this newsletter in the future there is an option at the top of the page to remove

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yourself from our mailing list. Since this is our first newsletter we took the liberty of sending it to everybody who has contacted us in the past. We apologize if receiving this newsletter inconvenienced you.

Sincerely,

Tait Chambers
WebDuck Designs

Earn \$100 For A Referral

Receive a \$100 American Express Gift Card for every valid referral you send to WebDuckDesigns.com.
A valid referral is defined as any new business sent to WebDuck Designs that equals or exceeds \$1,000. Gift cards are sent only after WebDuck Designs receives the initial deposit from the referred client. Offer valid only while supplies last.

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