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Search Engines can not see images, but they can read the alternate text set to images. Alternate text on images is one of the factors which Search Engines use to rank websites. If alternate image text is left blank, search engines may rank the website down.

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

Affiliate of the Month



Beckett & Associates Veterinary Services,

One of the first things I was asked when I turned 18 was "Are you going to vote?". At the time voting really wasn't a big deal to me. In fact, I was pretty much oblivious as to what was going on outside my own little world and I really can't remember who was running at that time. Fast forward to 2008 and suddenly it matters a lot more to me than it ever did. As a small business owner this election directly affects me as well as the future of my development team. In a sense, we are all Joe the plumbers. In addition to this country's economy there are also many other important issues like health care and the war in the Middle East. The next President is going to be making decisions that will greatly affect our lives as well as the lives of our family and friends. That being said, Election Day is coming up and I would like to encourage you to visit the polls and cast your vote for the next President of the United States. The only wrong way to vote is to not vote at all.

On another note Halloween is upon us. From everyone at WebDuck Designs, I would like to wish you and your family a happy and most importantly a safe Halloween. If you, a family member or someone you know happens to dress up as a duck this Halloween, please email us a picture at creative_team@webduckdesigns.com and we will put it up on our website.

Tait Chambers
Owner, WebDuck Designs

What is Google's Sandbox?

The Google Sandbox Effect is a theory used to explain why newly-registered domains or domains with frequent ownership changes rank poorly in Google Search Engine Results Pages (SERPS). In other words new websites are put into a "sandbox" or a holding area and have their search ratings on hold until they can prove worthy of ranking.

Even with the Sandbox Effect it is still possible for newly launched websites to make it to the top of Google Search Engine Results Pages (SERPS). If Google deems a new website of being worthy it can be seen in Search Engine Results immediately, but it can still take up to 6 months for the website to rank to its fullest potential.

Before determining if a website has been put in the Sandbox you need to find out if the entire site was dropped from Google or if it has just been ranked down for certain keyword phrases. Visit our [Google Sandbox page](#) to learn if your site is in the sandbox.

Google's Sandbox is not an exact science, so all of the factors which affect a website's placement in Google are not known. However, there are many proven tactics which can affect the placement of a website which are discussed in detail on our [Google Sandbox page](#).

If you aren't sure if your website is in Google's Sandbox, [Contact](#) the experts at WebDuck Designs to review your website to determine if it is in the sandbox.



How Much Does a Website Cost?

The most common question web development companies get asked is: "How much does a website cost". Since not every web design company is the same there is no one answer to how much a website costs. For new websites, WebDuck Designs charges clients on a project basis. This means that when putting together a price for a website we take into account all of the specifics involved in their new website like: functionality, design and programming. By determining a project price based on the website specifics, it allows us to give clients the best possible price on their website.

Without knowing the details of a website project it is impossible to say how



LLC is located in Glastonbury, Connecticut. The experienced veterinarians at Beckett & Associates see all types of animals from horses to llamas to dogs and cats and many more.

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much a website costs. This is because not every website is the same. Some websites require more functionality, thus requiring more work than others and costing more. So be weary of website design companies that give you a website price upfront without knowing exactly what it is you want. If a website development company doesn't know specifics about your new website than how can they tell you how much it is going to cost because they have no idea how much time it will take to complete the project.



While Design, Search Engine Optimization and Functionality all play a big part in a website's price, other factors are also considered. Web development companies with a good amount of experience are likely to charge more than web design companies just starting up their business. With years of experience comes more knowledge which is essentially what clients pay more for.

[Click Here](#) to read our full page on How Much Websites Cost.

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