

Internet Especialista.Com

[SEO Website Design – info@internetespecialista.com](#)

HELLO AND WELCOME TO INTERNET ESPECIALISTA

There are as many opinions on internet marketing as there are marketing companies.

The internet has become such a massive phenomenon that almost nobody can still claim to be a true "internet specialist".

However, that is still the goal of Internet Especialista, a goal that can only be achieved by forgetting about working from 9 to 5.

Only living and breathing internet marketing and forever brainstorming and sharing knowledge with internet marketing professionals can make that we create websites that, among the thousands of web pages that are launched every day, will be *visited*.

WHAT IS SEARCH ENGINE OPTIMIZATION?

SEO is the combination of techniques that make a website attractive for the search engines.

Because that doesn't happen all by itself. Search engines make use of 'algorithms' that decide whether a webpage is suitable for their own customer... or not.

To achieve higher rankings in these engines, you need to provide the right information in the right format.

TRICKING THE SEARCH ENGINES?

That is easy. To trick search engines into thinking that your website should be preferred over any other.

These so called 'Black Hat' methods can bring your website on top of the search engines in no time.

They can also make that you are flagged by the search engines, and be penalised by, also in no time, plunging to the very bottom of the SERPS (Search Engine Result Pages).

To make use of these methods means that you are forever in the hands of your SEO Advisor. Because he or she will have to start again from the beginning.

For true and long term success, we advice to strictly follow the Editorial Guidelines of the search engines. After all, they have to protect their own customers, the searchers, and do not wish to be 'tricked'.

SEO SPECIALISTS *Mind that outside the development centres of the search engines, no SEO Advisor can actually claim inside knowledge.*



About our SEO Think Tank

The photo that earned Bernardus the name of "SEO Angel"

It was Ben Geurts, working as internet advisor for the Hotel GDS and SEO Specialist [GLOBAL RESERVATION AGENT](#) who wanted to make a point.

The point being that SEO was not only a phenomenon, a great product for sales representatives to sell... but actually *worked*, even better than sales representatives were aware of.

To drive his point home he started with a small website named [HOTELDREAMER](#).

Within a matter of 3 months, this small website of not 600€ ranked Nr1 in all major search engines for "Hotel SEO Advice" and "Hotel GDS Advice".

Without any marketing budget, he succeeded in ranking far higher than the company he worked for - or any other international player in hotel marketing.

Still today, 16 months later, this website is on the first page of all major search engines.

MORE TESTS

To prove that this was not a coincidence, Ben started creating an extra website, named [BERNARDUS](#)

Also this website is on the 1st page of Google, Yahoo and MSN.

Resulting in the situation that for Hotel SEO Advice, Ben beats all big hotel marketing companies... twice.

And more

To test his strategies in other markets, Ben, in cooperation with SEO Website Designer Linda Lavrijssen, started with a guide for Riad reservations in Morocco.

This website, MarocDreamer.Com is Nr1 for "Riad Reservations" – over 500.000 competing pages.

The tests go on

There are very specific markets, niches, products, hundreds of tactics to test. For this reason we launched websites that have no other purpose than to analyse the results in the SERPS.

Among others, these websites are TangierDreamer.Com, GreenWebBuilders.Com, SouthItalyGuide.Com.

INTERNET ESPECIALISTA



Now SEO and Website Design are two fully different disciplines.

Bernardus offers SEO Advice – and InternetEspecialista.Com is the website designer that actually creates Websites based on this SEO expertise.

IN ANDALUCIA

Many want to live in this beautiful region. But there is no industry, no work.

The result is that the only young foreigners settling here are those that can bring their work with them – those with an internet company.

1 out of 2 foreigners settling in inland Andalucia lives from his or her own internet company – that works.

That means that each of them *knows* what it is to get a website to rank well. That means that when we start a website, we do not only first create the SEO and marketing basis, the design then is also given in the hand of a website designer with true insight in the domain of SEO.

HOW DOES IT WORK?

Every project is managed by Ben Geurts who builds the SEO foundation. Should the project involve web design or photography, Ben then contacts the specialist of the domain.

Referrals are:

- Luzernstadthotel.com
- RiadSouk.Com
- CrownResorts.Com
- TulipHouseHotel.Com
- Alfassia-Aguedal.Com

All these websites have as goal to rank higher than IDS or travel agents, to attract more direct reservations and avoid travel agent commissions.

Budget NON-SEO websites under construction:

- Estateandsales.com
- Rawazzi.nl

The Future

Bernardus and InternetEspecialista are establishing as the craftsmen of SEO. Marketing companies selling SEO now contact us to deliver the product.

“On top of the search engines for \$49”... Obviously, this is not how it works. If expensive software or good linking programs were enough to do the trick, we would all be on top of the search engines.

Serious SEO is hard work. It is hard work writing the content, it is hard work structuring the content, and it is hard work balancing content with customer friendliness and marketing optimization.

In the summer of 2008 we are targeting “SEO Advice Malaga” and “SEO Trainings Morocco”. In the fall of 2008 we start targeting the Middle East.

Without forgetting the clear reasons for our concept:

- To cut rates by avoiding intermediaries.
- To increase your online potential by enthusing you
- To make SEO understandable by fully personalized service

PHILOSOPHY AND COMMITMENT

Now the big elephant in the room... CAN WE DO THE SAME FOR YOU?

We like honest answers: that depends.

Our concept is highly specific. We exist of SEO Advisors that previously worked for marketing companies. We were the ones that delivered the product when sold to a client by a sales representative.

Often we felt the hot breath of such a sales representative, who felt the hot breath of targets to reach. In many a case the client was promised moon and stars.

In many a case we had to show both sales department and client that a request was irrelevant or not possible. As we keep saying throughout: SEO is a *craft*.

It is about carefully balancing the guidelines of search engines with the market with the customer friendliness with the branding.

A search engine *perfect* website is the ugliest website that exists. So there you are, on top of the search engines, but nobody *wishes* to be your client.

It is for this reason that the expression is *optimization*.

Consequently, we will not promise that what is not possible, and advice you if we think we can not help you.

ANNUAL CONTRACTS VERSUS ONE TIME ADVICE

We belong to the camp that does not believe in annual contracts.

The Annual Contract camp defends its procedure by indicating that the search engines permanently change their algorithms.

However, if search engines do so, than that is very often right *because* in their search for perfection, they want to protect their customers against tricky tactics.

Our own tests clearly show that honest SEO, fully based on the conditions of the search engines themselves, does *not* make you plunge in the SERPS.

Hence our seagull. Because all our tests have shown you can fly, only by trusting the search engines and what they do tell you.

Thank you for reading and contact us with your questions.



Guaro... our epicentre.

Soon on YouTube.

Disclaimer Search Engine Optimization

The online success will largely depend on the degree of SEO that you wish to obtain, from basic to standard to advanced to full and complete SEO.

To protect the business interests of Bernardus and our clients, all correspondence, advice, suggestions, opinions, are kept strictly confidential, and can not be sold, provided to third parties, or be used for commercial purposes other than the marketing strategy of the client.

Hablamos Castellano – Nous parlons Français – Wij spreken Nederlands