

# Market Research

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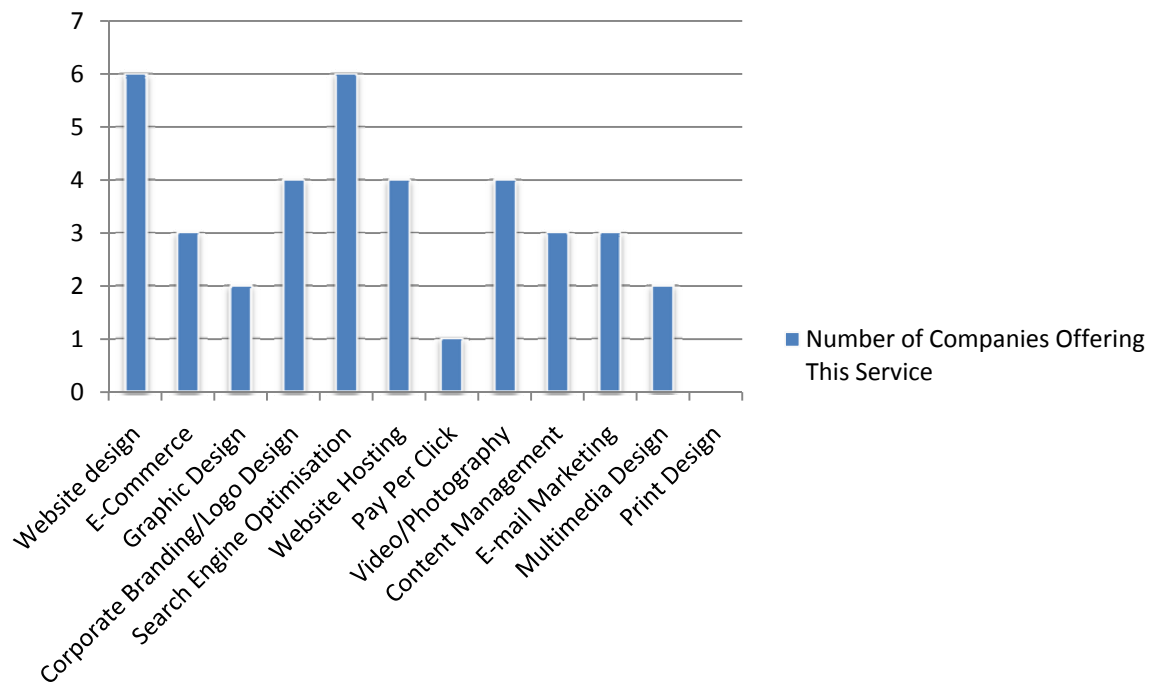
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Marketing research is the gathering and recording of data for analysis, for the purpose of assisting in decisions during the process of the marketing of services or products.

For my market research task I am looking at the services offered by six local web design companies. The information I have used has been taken from their websites.

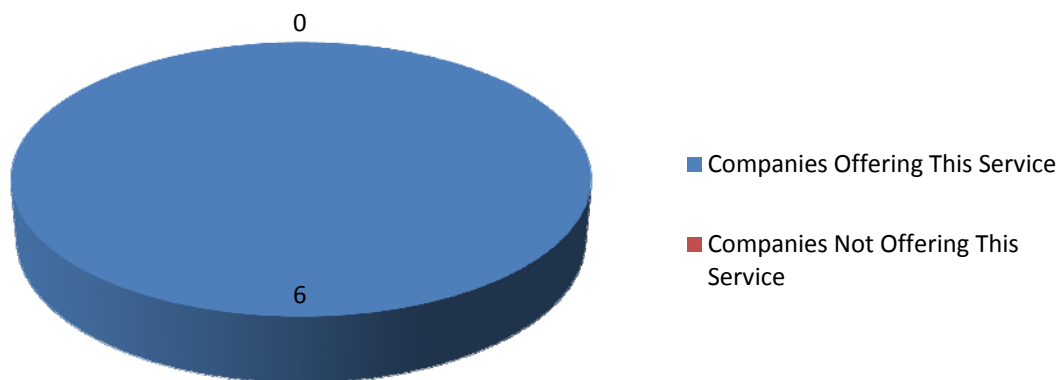
| <b>Services Offered</b>        | <b>Number Of Companies Offering This Service</b> |
|--------------------------------|--|
| Website design                 | 6  |
| E-Commerce                     | 3  |
| Graphic Design                 | 2  |
| Corporate Branding/Logo Design | 4  |
| Search Engine Optimisation     | 6  |
| Website Hosting                | 4  |
| Pay Per Click                  | 1  |
| Video/Photography              | 4  |
| Content Management             | 3  |
| E-mail Marketing               | 3  |
| Multimedia Design              | 2  |
| Print Design                   | 4  |

## Services Offered By Local Web Design Companies



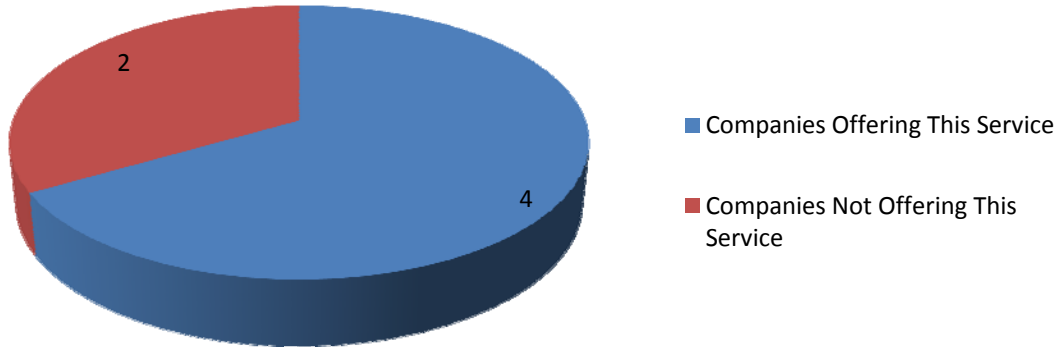
The most popular services provided by these companies are Web Design and Search Engine Optimisation with 100% of the companies I researched offering these services.

## Web Design & Search Engine Optimisation



The next most popular services offered were Corporate Branding/Logo Design, Website Hosting and Video/Photography.

## Corporate Branding/Logo Design, Website Hosting and Video/Photography



The least offered service was Pay Per Click as it was only offered by one of the companies.

## Pay Per Click

