

Internet Company putting Quality Service ahead of Rapid Growth

While many entrepreneurs might dream of launching a company that grows at an explosive rate, the owners of San Antonio-based **A+ Net Solutions** are managing their firm's growth to avoid just that.

Husband-and-wife team Lisa and Larry Patrick, owners of A+ Net Solutions, say their company, which specializes in Web-site Design and Search Engine Marketing, is experiencing growth, but add that they are working to stay on a controlled upward trajectory.

Search Engine Marketing, or Search Engine Optimization (SEO), is a process of improving the amount of traffic to a Web site through a search engine, such as Google or Yahoo.

The company has more than 150 clients and will add another 10 to 15 customers over the next year, a plan that includes expanding into the Houston market as well. A+ Net Solutions' client base includes many large companies, such as **Kendall County Economic Development Corp., Paesanos Restaurant Group, Quality Auto Group** and Rio Rio Cantina.

The Patrick's bought A+ Net Solutions in 2004. Larry Patrick serves as the company's CEO and Lisa Patrick serves as the Chief Operating Officer.

Quality not Quantity

Internet Marketing, the couple says, has become one of the most popular ways to advertise. More and more people, Larry Patrick says, are doing their research online before purchasing items. He says it has become very competitive for companies to try and get the No. 1 spot on a search engine results page.

"For many of our clients, the Internet is becoming the predominate form of advertising," Larry Patrick says. "We make sure people can find our clients through the Internet."

According to the Patrick's, the company is controlling its growth by limiting the number of clients it will take in a particular industry (or keyword phrase(s)). Larry Patrick says their company strives to have their clients listed in the top four spots on a search engine results page.

But controlling growth doesn't mean the company isn't expecting increased revenues for this year. In fact, the company is projecting its revenues will grow to \$500,000 for 2008, up from around \$300,000 in 2007.

While A+ Net Solutions is expanding its reach, the company does not plan to open additional offices.

The company's work is done via the Internet, allowing the Patrick's and their five employees to work from home offices.

"We don't see a need to ever have to open an office," Lisa Patrick says.

Adds Larry Patrick: "We are never going to be a huge company. Because of the analytical software that we use, with a small number of employees, we can handle a lot of clients."