



## Why SEO (Search Engine Optimization) is needed for your website.

Without a search engine optimized website your site will not rank high, or at all, on Google and other Search Engines.

Not only is it necessary to optimize your website with key phrases that you want to be found under, but it is absolutely necessary to have an outstanding marketing strategy in place. Simply optimizing your website is not enough these days!

There is no doubt, that your competition is hard at work building back links to websites, writing blogs and content rich articles with the key phrases they are targeting.

It is necessary to hire a certified search engine marketer to do an in-depth analysis on your key phrases, research your competition, and let you know all the options available to you on your budget and how much effort it will take to get you ranked higher on Google.

### Here are some interesting tips and facts:

1. It is best to hire a Search Engine Marketing Professional before the design of your website begins, to help you choose the best domain name and to help guide you in the writing process.
2. It is a good idea to take out a Pay Per Click (PPC) Campaign while your website (if it is new, or has never ranked) is coming up on the organic searches. A PPC Campaign is a sponsored link on the top pages of the Search Engines Pages, like Adwords on Google. They are located at the top and on the right-hand side of each results page.
3. However, 80% of Google users do not click on the Sponsored Links!
4. Content is king. Write lots of original articles.
5. If someone promises you a ranking position, RUN AWAY FAST. There are no guarantees on ranking. Not even Google gives them.
6. Make sure you are working with a Search Engine Marketer who adheres to Google's guidelines. Those companies who do not adhere to Search Engine guidelines are called Black Hat SEO companies and they can get your website banned on Google.
7. Make sure you have a permanent hosting company you like. Once the SEO begins and your site is indexed with Google, it's coming up in ranking and you then decide to switch hosting companies, it will crash the SEO because the IP address is no longer the same.
8. Be careful whom you choose to work with. Make sure they have the experience, lots of samples of their clients' rankings and testimonials.
9. Be patient. It takes a while to do this right!
10. If you have a huge amount of competition in your field, consider video marketing! In the long run, this is the least expensive and sometimes it only takes a few days to **RANK ON THE TOP PAGE OF GOOGLE**