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**Affordable Search Engine Optimization Within Reach**

**By Charles Preston**

Affordable Search Engine Optimization Within Reach

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A few years back businesses were throwing 20–30k a month on search engine optimization; at least the bigger businesses were. The small business was hard pressed to find search engine optimization for much less that actually worked.

As of today the landscape of search engine optimization has changed. Many of the once coveted secrets of seo are now common knowledge. More and more people know how to do search engine optimization and since supply increased the prices have dropped.

Another factor is that alot of the grunt work of seo that would have increased costs has been diminished via outsourcing to India and other countries who can now do this mind numbing work for much less thereby allowing seo firms to lower their costs even more.

As an seo with around 7 years of experience I find that most of my time these days is spent in research. Google is pretty good at keeping us all on our toes with each update they make to their search engine algorithm. Scouring forums, chatting with colleagues and investing time in experimentation seems to fill many of my days lately.

Having relegated much of my own firm's grunt work to freelancers I am able to provide more and more value to my own clients for less dollars. In fact I find that my clients keep getting smarter and smarter and more confident about doing their own seo that I many times simply play the role of a consultant or seo coach.

As a consumer though I advise that people still be very careful about what they purchase even if it is cheap. Money is money and after all you still want results. The old rules apply here when searching for affordable search engine optimization and are as follows...

## Affordable Search Engine Optimization Within Reach

Get case studies from any prospective seo you might hire Get testimonials Check references Look for a proven track record and at least 3 years of online history in the industry Always make sure they have a money back guarantee Try dealing with a local firm based in the U.S. whether or not they use outsourcing is no matter as long as the actual company itself has a U.S. base. The reason being is that if something goes wrong it's very difficult legally if you were dealing with a company based somewhere like Bulgaria.

Honestly a lot of seo really isn't that hard but it does require an attentive eye and a lot of patience. There are tried and true strategies to achieve top rankings but the don't happen over night.

We actually just created a mentoring package for folks who just want to do it themselves and save money and do it the right way. It seems to be working well and I encourage those who are not happy with their current website traffic or search engine rankings to consider such a program as a viable alternative.

Charles Preston is an Austin based SEO and President of click response (

<http://search.clickresponse.net>

) where you can get affordable search engine optimization that gets

results.

### **How Can Seo Help My Website?**

**By Dana Bradley**

SEO or search engine optimization is very useful for any website. Search engine optimization basically directs search engines to your website whenever a key word is typed. So if your web site is search engine optimized, whenever a user types in the keyword "cat," your website will be displayed on the search list if you are a cat lover's web site.

If you are a marketing firm trying to sell different kinds of products, then you may want to use search engine optimization to your advantage. If you are selling carpets for instance, you would definitely want the users to see your site when they search for carpets on the internet. Your sales will dramatically increase if you properly optimize your site for search engines.

If you are a charitable institution that is looking for donors to your cause, then you may want to use search engine optimization to increase everyone's awareness of what you are trying to do in the world. Let us say you are trying to save the dolphins in your area from extinction. If you would like to raise funds for dolphin protection in your area, you must use search engine optimization to reach users who type in "dolphins" in their search engines. Not only will you reach these people and let them know of your cause, they will also probably be donors and helping hands to what you are trying to do in this world.

## Affordable Search Engine Optimization Within Reach

Let us say you are an internet dating site. You charge members \$2 a month to be listed on your dating list. If you would like to increase the number of users in your website, then you should use search engine optimization. Whenever someone is looking for a date through the internet, all you have to do is to be key word sensitive to the word dating on search engines. Whenever someone types the word "date" or "dating," your site will automatically appear on top of the list. Watch web traffic increase in your site and watch your online sales soar to new heights.

If you are someone who simply wants to become popular, then you could use search engine optimization to your advantage. Whenever someone types in your name on a search engine, your website will appear. You can put all of your crazy stuff there or whatever substance that makes yourself popular. You can upload videos to your website showing off your soccer skills. Maybe you might want to upload some poems on your website if you are a writer that wants to be heard.

SEO or search engine optimization is definitely an advantage to anyone who uses the World Wide Web on a regular basis.

Dana Bradley writes about

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<http://www.OceanOfLinks.com>



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