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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Why Purchase Search Engine Optimization?

By Anthony Parsons

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Well that's easy, so your website can actually be seen by users within search engines when relevant key terms to your website, business or product are being searched. If your website is not ranking in the top 20 for actual keywords being searched on the engines, then you definitely require search engine optimisation immediately.

It is fact that 85% of visitors to a website will come from search engines. It is also fact that over 90% of users rarely go past the first twenty results, first two pages, from search engines. It has been statistically proven that users will generally change search engines before sifting past the first two pages.

From this you can start to imagine the lost revenue and exposure that your business and website is suffering. Search engine optimisation is like a well-marketed television advertisement, your business is placed in front of the most appropriate maturity audience at a given time to achieve the best return on investment. You would not place your television advertisement about "house renovations" in the morning during the cartoons for example. This type of advertisement would be marketed during programs that are relevant to that subject. The same is achieved through professional website optimisation. A professional SEO will ensure your website appears where it can be seen at the most appropriate times. For example, when a search for "home renovation" or similar is searched, your website would then appear on the front page of a search engine. Your website will not appear when "cartoon" is entered into a search engine for example.

You have to look at Internet advertisement like this, with Billions of Websites floating aimlessly, thousands or hundreds of which are in direct competition with your website, all fighting for the front two pages of a search engine. Only a professional SEO will know how to gain that extra advantage to ensure your website can maintain a constant high ranking. Ensure you utilise a professional SEO, and I mean shop around, as a hit and miss job is no good when all your competition are continually attempting to rank over the top of your business.

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I achieve steady top 20 ranking for my clients as most professional SEO do. It always depends on the market your targeting to how many visitors you will see, but try not to look at optimisation as just improving your throughput, as the actual aim is to achieve targeted throughput that will buy your products or service. The numbers game is not really for any website on the Internet, even though many play that angle, as each website is unique in content which is only required to be viewed when searched for that type of information, product or service.

Anthony Parsons has been performing search engine optimization since 1998. In late 2003 I decided to fly solo and opened my own SEO business to service the global community. With my wife being an acknowledged copywriter, [anthonyparsons.com](http://search-engine-optimisation.anthonyparsons.com) as a business will continue stepping forward breaking the boundaries of conventional SEO techniques. Making a winning husband and wife team, we make SEO affordable for all budgets. <http://search-engine-optimisation.anthonyparsons.com>

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.

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

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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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and



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