

Why is search engine optimisation expensive?

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Why is search engine optimisation expensive?

By Rkd Unger

Why is search engine optimisation expensive? by Rkd Unger

Many of our customers (<http://www.internet-marketing-australia.com>) find search engine optimisation (SEO) services quite expensive. From the client's point of view the results are intangible and the process is lengthy. Therefore, the clients are often reluctant to commit to the additional expense.

Typically, a call for SEO comes after the website is already up and running. The quoted price depends on the client's needs, industry, positioning, etc. The price varies a lot, yet the cost of optimisation is comparable to the cost of Web design.

Is it expensive? – You bet!

During the negotiations with the Web designers the client gets an expectation of having a beautiful and functional site developed for an X amount of dollars. The client is also getting a free hosting, free search engines submissions and other freebies. That is why the price looks reasonable.

Only at some later stage the client realises that there is not enough traffic (and potential buyers) coming through the website. Consultations with the Internet marketing gurus reveal that in addition to the extra cost there is a need to restructure the content – copy. Why was it not done during the Web design phase?

The answer is simple. Skill sets of Web designers, graphic designers, programmers and Internet marketing people are different. Each of the specialists focuses on a different aspect of the Web site.

Thus, when starting the search engine optimisation, we come across design obstacles that take time – the client's – money to overcome.

Consider this: we discovered that the client's home page was overloaded with JScript and had only two sentences of actual readable text. To rectify the situation, we suggested and created

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new home page content (at least 250 words). We also asked the web designers to move the script out into a separate file.

The client had to pay for all the above services plus testing!

Wouldn't it be smarter (read: cheaper for the client) to consider SEO issues during the Web design phase, rather than after?

Customers would be happier, the websites would perform better...

Will the Web design firms have enough courage to approach SEO at the initial stage?

We hope they will....

(From www.internet-marketing-australia.com)

Rkd is Internet marketing and search engine optimisation specialist.

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.

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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.

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 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>



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