

Would You Let A Dog Or A Butler Market Your Website?

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**Would You Let A Dog Or A Butler Market Your Website?**

**By Michael Cheney**

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The latest news to hit the Internet's 'water cooler' is that Lycos and Ask Jeeves are to begin their own SEO services..

Search engine optimisation (or SEO) is any practice related to the end goal of improving your website's positioning in the search engines.

The brief history of SEO is that it first started out solely as the remit of the developers themselves. This was back in the day when one person designed, built, maintained, hosted and marketed a website.

The Ever-Changing Internet Landscape

During the past few years, however, the entire Internet industry has divided up into a myriad divisions to such an extent that SEO is now a booming sector in its own right. Entering the term "seo" on Google returns nearly 20 million results!

Now businesses recognise that it is no longer possible to expect one individual or company to possess all the necessary skills `under one roof' to be able to achieve great results on the graphic design, technical construction AND marketing of their website.

This has led to the trend of bringing in specialist search engine marketing consultants or companies to assist.

As Google and the like are spending millions every year on developing their tools to accurately sift through the billions of web pages that exist it really is a full time occupation just keeping track of what has an effect on search engine ranking and which strategies work best.

Everyone Wants 'Organic' Nowadays!

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Ask Jeeves and Lycos are now offering their SEO service to help companies get found in the `organic' results of search engines.

`Organic' results are those results in a search engine listing that are non-paid. Almost all search engines now offer businesses the shortcut of simply paying to get an ad listed whereas as a latest study indicates that only 28% of searchers will click on an advertisement as opposed to one of the `organic' results (on Google).

This is the reason we're all fighting for high rankings in the `organic' results. This demand from businesses is also presumably the main driving factor behind Ask Jeeves and Lycos starting to offer their own Search Engine Optimisation services.

Money Well Spent?

In short – I'm not sure.

If you have a 50 page website, getting Lycos to provide you with SEO services will cost you a tidy \$10,000. They also include the questionable tactic of re-submitting your website over and over to search engines which is both pointless and risky as some will act against those that submit more than once.

\$10,000 sounds like a lot to me for a service that is only dealing with search engines and which talks of `recommendations' that you then have to implement yourself.

Really though – it comes down to what you are trying to achieve with your website.

My two cents on this is that the Lycos service doesn't devote enough attention to links – your money may be better spent on getting more high quality in-bound links or on a well-managed Pay Per Click Campaign.

Ask Jeeves

<http://www.askjeeves.com>

Lycos' SEO Service

<http://ranking.lycos.com/sitesidemore.html>

Search Engine Users Survey

<http://www.clickz.com/stats/sectors/software/article.php/3348071>

Michael Cheney is Author of The Website Marketing Bible™. Take the Free 7-Part Course "Internet Marketing Made Easy" and get your free sampler of 'The Bible' here:

<http://www.websitemarketingbible.com/marketing/>

**Quality Dog Food Is Essential For The Health Of Dogs**

## Would You Let A Dog Or A Butler Market Your Website?

**By Mike Yeager**

Dog food is very important for the health of dogs. It is easy to overlook it, but it is essential to pick the right dog food for your pet dog. People sometimes just pick the first dog food bag they see at the store, instead of considering what is needed for your own dog. Puppies need different types of food than mature dogs, just as different breeds of dogs also require different types of dog food. If your dog seems like it has no energy, consider switching to another type of dog food. If you are unsure what kind to buy, you should consult your veterinarian.

Dog Food should be healthy and tasty.

If your dog does not like a certain type of dog food, do not force your dog to eat it. Instead, try to find another type of dog food that has all the vitamins that your dog needs, and your dog enjoys eating. Also, be aware that your dog's taste may change over time, and may not necessarily eat the same dog food all of its life. If it does not like its current dog food, then buy some other types of brands, and see which one is its favorite.

Mike Yeager  
Publisher

Quality Dog Food Is Essential For The Health Of Dogs  
Dog Training Tips  
Tips For Buying A Dog Collar  
Basic Dog Training  
Here's a Way To Make Your Dog Love Its Dog Crate!

How to Gain and Retain More Customers  
Hints for lovers  
How To Find A Topic For Your Ebook  
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