

Delivering measurable results and driving sales leads  
An experienced web marketing firm



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## Why Does Your Small Business Need Search Engine Optimization?

As a small business owner you already understand the importance of **marketing**. Your customers need to hear about your company and what services you can provide for them if you want them to come knocking at your door.

The more you are able to market your small business, the better chance you will have of getting more customers. There are many ways that a small business can market itself- **ad campaigns, word of mouth, specials, deals and promotions**.

One of the most valuable ways to market a small business is **online marketing**. This is because the vast majority of customers looking for a local company will use the internet to do so.

This means that your small business must *absolutely* be online if it wants to compete in today's digital age. Customers expect to see your business's information online and they want to view your business's website. If they cannot easily find your business's online information, odds are they will simply find another company who does have an online presence.

Because of this, your small business is probably already online.

Your business probably already has a company website and a business listing on online directories such as [yp](#) etc. This is a great starting point- but it is not enough to really get your business onto the computer screens of the thousands of potential customers.

In order to reach the hundreds of thousands of potential online customers that are out there, your small business marketing strategy *must* also include **Search Engine Optimization** techniques.

**Search engine optimization** or **SEO** refers to a series of practices that are designed to boost your company's website ranking with major search engines.

In short, it means to get your business's website onto the first results page of major search engines such as Google.

But why does your small business need to employ these techniques in order to be successful in today's online marketplace? Can't your customers just type your company name into Google and easily find you? They could - but only if they already know your company name?

Here is an example:

Let's say you run a small business called 'Dave's Tile, Ceramic and Bathrooms'. Your business has a website and is listed in the online Yellow Pages. If a local customer knew your business's name and wanted to find your telephone number, they could easily type "Dave's Tile, Ceramic and Bathrooms" into a search engine like Google. Your company's website would automatically appear at the top of Google's result page, where your customer could easily view your website and find your telephone number.

This is great - but only if your customer happens to already know your company name. What happens if they are not familiar with your company name, or if they don't even know your company exists? How would they find a good place to buy their tile or refurbish their bathroom?

Odds are they would still use Google, only they would type in something like "bathroom tile for sale" or "local bathroom company".

If they typed in something like this your company website would still appear on the search engine results, but mostly likely there would be dozens or hundreds of other companies that would appear first. Your website may appear on *page 25* of Google's search engine result pages. If your company is listed as *number 245* of a list of potential choices, then no one is likely to find you.

Studies clearly show that the vast majority of online viewers use major search engines such as **Google**. Studies also show that more than 90% of these online viewers will only click on options that appear on the first search engine results page (SERP).

Very few viewers will even look at *page 2* or *page 3*, and almost no one will look at *page 5* or *6*. This means that unless your company website and information is

listed on the first results page, all of your online marketing and website development will go to waste.

**SEO techniques** are how you get your small business's website ranked in Google's and other major search engine's **top 10 results**. These techniques involve the use of **SEO keywords** and strategic placement of these keywords in your website's content and links.

If these techniques are properly implemented you will see an *increase* amount of traffic visiting your website and you will notice a *higher ranking* in the major **SERPs**.

**The higher SERP ranking you are able to achieve - the more traffic you will generate to your website.** More website traffic means more paying customers and more money in your pocket.

Regards,

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**Proven On line Marketing Strategies**

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