





The Value of Search Engine Optimisation

“If your website can’t be found you may as well not have one.”

More and more small businesses find it essential to market their products and services online. Customers are increasingly turning to the internet to research companies, compare product features and prices, and to purchase online. How successful a company is at reaching its potential customers is vital to its success. However, with so many websites on the internet how can you make sure your website is the first to be found by your potential customers, instead of your competitors.

Today over 70% of internet users use search engines to find what they are looking for. A company that does not take advantage of the internet to market their business can lose valuable customers. When people type the most popular search words for your industry into Google, MSN or Yahoo, does your company website appear straight away in the first page or do potential customers only see your competition?

Search Engine Optimisation improves the chances of a website being listed as high as possible by the internet search engines, such as Google or Yahoo, which means it will be found in the top result pages by anyone searching. Why is search engine optimisation so important? Well consider the following:

-  46% of all websites are found through search engines.
-  55% of all online purchases result from websites found through search engines.
-  95% of people do not look beyond the top 20 search engine positions.
-  11 times more websites are found through search engines than magazine advertisements.

Many websites rank poorly. Even those that appear attractive do not necessarily rank highly with search engines and so cannot be effectively used by a company for marketing purposes.

By having a website optimised a company is using its marketing budget in the most cost-effective way to raise awareness, generate revenue and increase profitability.