

Houston Search Engine Optimization

Why and How Businesses Invest in Internet Marketing

Search engine optimization, or SEO, of your business website is the number one method of marketing your business on the internet. SEO is the specialized marketing efforts that are designed to increase a website's rank in search engines for specific search terms (known as keywords). When potential clients and customers search for these keywords, it's imperative that your website shows up at the top of the search engine results to insure that this target market clicks on your website link.

If your website is buried on page 4 or deeper in search engine results for the terms that could be driving massive amounts of potential customers to your website, you are missing out on untold sales and leads. Over 65% of internet shoppers use search engines like Google, Yahoo!, and Live (formerly MSN) to find websites that they will do business with. It's a no-brainer that your business is missing out on cash if you are not at the top of search engines for keywords that your target market is using.

Internet Marketing: The Full Picture

SEO is Only the Beginning

The majority of *search engine optimization* companies focus entirely on the premise of "top search results equal top sales." This is really not true because search results are only the very beginning of a potential customer's journey. The truth is that, like you probably do, the potential customers who do find your website at the top of search engines are likely to visit several of the top websites that they are shown by search engines. This means that not only do you need to have great search engine placement, but your website still must compete with the other top ranking websites. The dirty truth that most search engine optimization companies don't want you to know is that top search results are not enough.

Maximizing Customer Experience for Optimal Sales

Let's face it: Some websites focus primarily on top search results, some focus primarily on design, and others focus mainly on delivering quality products and services and a top notch customer experience. If your website is lacking in one of these areas, it's going to lose business to the websites that are at the head of the game in these areas.

When choosing your [Houston search engine optimization](http://www.spivo.com/articles) company, take into account more than their ability to increase your search rank. Talk to them at length about your business, your products or services, and be sure they understand your target market and your business vision. The best *internet marketing* company to invest in for optimal website marketing results is the one that understands that online marketing involves numerous aspects, including search rank and a top notch customer experience.

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