

Google Doesn't Love You!

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Why Doesn't Google Love You?

Ok. Really I am talking about your website... But the point I am making is legitimate. Everyone is constantly talking about SEO and other ways to get your website seen. So you tried asking your web designer and probably asked something like: "Will my shiny new web site show up on Google?" and he answers with a less than confident grin "Erm... well it should..." or much more frighteningly he confidently says "Well it's very competitive out there but I know a few secret techniques!"

Both of these answers should leave you concerned for your current investment (?)..

The sad truth is (whether you or your web designer wants me to say it) your site will probably never be ranked by Google or any other major (read: worthwhile) search engine, without specific above board practices in place, often called in the industry 'white hat' optimisation.

Why? Because as your designer nervously told you - it's very competitive out there... and Google is quite literally watching you!

So what can you do? Well the easy & quickest way is to find a reliable and experienced site optimisation company that also know how to build a site from the ground up, however, this can be expensive (although if they are any good your should get a ROI).

The slightly longer, but cheaper route is to do it yourself, there are NO secrets... ALL of the information you need is out there. The key is TIME.

Watch this space... over the next few weeks I will show you where to find the resources you need and how to put them into place.