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Internet has changed the way in last two decades the way we do business, things have become very fast from purchasing to sales to shipping all such transaction happen at high speed, earlier advertisements were done using magazine, radio, billboards and Television in this computer age Internet has made these marketing & advertising channels obsolete.

All the business today make a decent website but they lack knowledge and expertise on how to reach targeted consumers on the internet, many companies believe that they just need to build a website to reach potential customers who search for products and services on search engines, and these search engines would display their website on top of search result, unfortunately that is not true you need to promote your website keywords so search engines can take note of your website and rank for the keywords in their search results. The technique to promote website on search engine is called Search Engine Optimization also commonly referred as SEO or Internet marketing.

If your website is not found on search engines than your website is purely symbolic, if you don't know how to optimize your website for search engines than you should better hire an SEO consultant or SEO company they can help you to identify what you should be doing to get your keywords ranked, there are three major search engines which dominate the search industry the top search engine is Google which has around 80% market share in Belgium, while Yahoo has 13% and Bing has 5% market share, SEO is pure art + science, it's not magic.

There are two types of SEO, first is Organic keyword ranking and second is paid keyword ranking also referred as PPC (pay per click). In organic keyword ranking you don't pay anything to search engine companies, all you need to do is optimize your website for the keywords and do some quality link building which gives signal to search engine that your website has potential information for their readers to a specific keyword, this is slow and time taking process.

While PPC results are immediate, you bid for a keyword on search engine and based on your bidding cost + website relevance search engine will rank your website for keywords, you don't pay unless someone clicks your website, it's purely performance driven model.

Companies should think of present and future both, so as an SEO expert I advise them "PPC is present and Organic is your future"; so you invest wisely keeping in view your long term

business objective.

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