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Where I live here in Darlington is a large department store called Binns. I want to use this store to explain how your business website can get to the top of Google's search results. Imagine now, that your website is doing ok and it is on page 4. This is the same as you walking in the doors of the store and wanting goods that are on the top floor. There are a couple of ways you can get to the top floor (or page one). You could take the lift, the escalator or the stairs. If you are anything like me, youâ€™ll want to get to the top - fast! But hang on, if you take the lift and speed to the top of Google alarm bells start ringing and this means that your website could be blacklisted and even excluded from the search results. So no, you donâ€™t want to take the lift. Google natural search results usually require a degree of patience. Nearly everyone goes for the stairs. And if you look around at each floor level you will see people get off and have a look around or have a rest. Again that is the majority of people.

They get their businesses moving up the search results and then stop. In this game if you are not moving forwards you are moving backwards. Effectively, everyone who got off is moving backwards â€œ compared to the other people on the stairs - or the other business that are continuing to build links back to their website. The smart people go on the escalator. Moving faster than the majority on the stairs, but not as fast as those in the lift who raise suspicions! With the advice of an experienced SEO consultant you can be guided every step of the way - right to the very top floor. And with continual input, you will be able to stay there. There is a danger associated with this and that is; that as more businesses realise the potential flood of enquiries and potential customers that being on page one Google brings. The more people are going to get on the stairs and even the escalators.

Timing is a very important factor and the time to act is now. Because once those clever businesses have got ahead of you - and then they will realise the power of the escalator and jump on there - you will NEVER catch them. This means the only route to page one could be a life of pay per click. As that becomes more popular, you know the costs will rise. So, do your business a favour, beat the crowds, get in touch with a SEO company that can guarantee you page one natural listing (in writing) before it is too late.

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