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To many Search Engine Optimisation is a new and alien world, the whole idea of online marketing seems strange, hard to understand and therefore they don't want to bother themselves. Search Engine Optimisation is important though, it is an extremely valuable modern asset that can benefit your company in a variety of tangible sense.

In the first place the internet is growing as the primary way consumers search for services. Rather than wandering aimlessly around high streets or hunting through heavy Yellow Pages directories consumers are becoming ever more connected and will automatically check Google before leaving the house. Daily use of search engines rose from 33% in 2009 to 56% in 2005, on an average day of 2005 there was a reported 60 million users searching a search engine. This means a huge opportunity for companies to access literally millions of customers daily.

But is this ocean of search engine users relevant to your specific business? Especially in the case of smaller, local operations it can seem that those millions of consumers would never want to visit an independent clothes store in Yeovil and therefore the money spent on search engine optimisation would be wasted.

This assumption is wrong; search engine optimisation can be specifically designed to target the appropriate customers. By aiming key phrases based around the locality of the business or key terms focused towards the specific service they will reach the consumers perfectly suited to your company. When conducting key term research SEO agents will be finding phrases that already have a large search volume, this could mean that there are already thousands of consumers searching for phrases relating to your product or service, SEO will make sure that your website is the first that these customers see.

In terms of relevance to customers being targeted then search engine optimisation can actually be the most effective method of marketing. Forking out for a television advert for example would be just as costly and, by being thrown out onto the television airwaves, is likely to be seen by a broader selection of society; many of whom would have no interest, just to cover the few who may.

So search engine optimisation is the practice of taking advantage of the thousands of customers out there who are already turning towards search engines to find their services. Hiring for optimisation then means that your website is more likely to be the first competitor that those customers click on.

In the world of online industry speed really is key, research suggests that the top 30 results of a Google search obtain 90% of the traffic. That means if you're not holding a top spot then customers will be passing your business by, and as other companies are likely hiring for optimisation themselves, companies often can't afford not to use SEO otherwise they risk falling behind.

So SEO is essential, to all businesses: search engines are the future of how customers find services therefore it is essential to stay on top.

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