

Is Search Engine Positioning Dead? (The Truth May Surprise You!)

By Jesse Horowitz

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One of the trendiest takes on Internet marketing these days seems to be this notion that securing top search engine rankings "no longer works." Where it started, I have no idea. But rarely does a week go by when I do not see one or more Internet marketing "experts" claiming that search engine positioning is largely a waste of time and should not be a primary focus of web site owners.

Well, as the saying goes, "there are two sides to every story."

But this article is not about my side, or your side, or anyone else's side. Let's forget about my opinion and other "experts" opinions and stick to the indisputable facts, as reported by highly credible 3rd party sources:

- According to a Forrester Research Media Field Study, getting a loyal audience in the first place is best done by Search Engine Placement.
- According to a GVM Users Survey, 84.8% of Internet users use Search Engines to find websites.
- In a study released by ActivMedia Research, Search Engine Positioning was ranked as the #1 website promotional method used by eCommerce sites.
- And look what I just found in an issue of Target Marketing Magazine.(Source:IMT Strategies-imtstrategies.com)

"Top Ways Websites are Discovered"

Banner ads: 1%

Targeted email: 1.2

TV spots: 1.4%

"By accident": 2.1%

Magazine ads: 4.4%

Word-of-mouth: 20%

Random Surfing: 20%

Search Engines: 46%

You have now seen the numbers and know that search engine promotion is very much alive and kicking. Now I will take it a step further. Let us examine the quality of prospects coming to your web site through search engines as opposed to other advertising mediums.

Every time your potential customers use the search engines, they qualify themselves as hot prospects by conducting searches on keywords that are directly related to your product or service. Their choice of keywords is proof that they have a genuine interest in what you offer. These people spend their valuable time exploring the search engines for your type of product or service.

Think about that.

They did not stumble upon one of your ads, or wander past a hyperlink to your site. And they did not get a banner ad thrown in their face. They made the decision to actively search the keywords that brought them to YOUR website. And when they get there, they are ready and willing to do business with you. At the very least, they are seriously considering it!

But merely getting your website "indexed" or listed in the search engines is not enough. In order to get any significant traffic from the search engines, your website must be listed within the top 30 search results (preferably the top 20).

Very rarely will anyone look beyond the first 30 results returned from a search. This makes perfect sense because the most relevant sites are always listed at the top. So if your prospect does not find what they want within the first 20 to 30 listings, they will simply do a new search.

If your site falls anywhere below the 30th listing, you do not stand a chance against anyone in the TOP-20. Hence, it should be your goal to achieve Top 20 positions.

So how do you get your website listed in the top 20?

1. You can attempt to gain these Top 20 rankings yourself. However, this can easily become a full time job. (I think this is why so many marketers advise against focusing on search engine positioning.)
2. You can hire a reputable company who can achieve AND maintain your Top 20 rankings for you (be sure they guarantee their service and have verifiable clients that currently have multiple Top 20 rankings).
3. You can do nothing at all. But as you have seen from the third party statistics I referenced above, search engine positioning is something you cannot afford to ignore.

Whichever choice you make, I hope that your eyes have been opened to the tremendous profit potential that exists with top search engine placement.

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Jesse Horowitz is a marketing consultant & CEO of GuaranteedTopRankings.com. To find out more about top search engine placement and how you can attract targeted traffic with multiple Top 20 rankings - visit GuaranteedTopRankings.com. You may also call 562-592-5347

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