



### **“The New World of Marketing”**

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**L**ike it or not, we are experiencing a complete global transformation in the ways we work and market our products. The Internet, cellular networks, and the World Wide Web provide the primary medium and platform for that transformation. This is clearly the most important medium because it is the least understood and therefore the most opportunity lies here.

Although you may often hear the terms “Search Engine Optimization” (also called SEO), it is a fact that not many business owners totally understand all the concepts involved with SEO, and how important SEO is to your future.

Since it is so critical, and the technologies are so cutting-edge, I am going to take a little more time and space in this section to explain this strategy in more detail.

Since Google dominates nearly half the global market in search, most SEO efforts are directed toward Google and the marketing results of those efforts are measured by the amount of success they have in Google rankings. The key concept is this: The higher you end up in the Google search results, the more successful your marketing program is.

For example, suppose you sell boat propellers. If a potential customer searches Google for “boat propellers,” where do you (meaning your business website, or “money page”) end up? Are you on the first page of results? Are you on page 37? On page 23,966?

The fact is that if you are lower than about page four or five, not many potential customers will ever find you through Google. So to get higher



up on the results, you need to understand PageRank and do those activities that will get you higher.

In reality, things are more complex because SEO is a moving target and Google is constantly changing the parameters that determine which websites score high in their rankings and which score low.

To determine a website's location in search results, Google uses a software routine called PageRank. PageRank is the "Holy Grail" of search engine optimization and the contents of the PageRank algorithm are mostly secret.

The main component of PageRank, however is not secret, and has to do with backlinks. Simply put, the more backlinks that point to your website, the more "ranking power" you get and the higher you end up in the search results. The higher you are, the more traffic you will get.