

Is your site is being found in Google?

Are you confident that your site is being found in the major search engines and directories? You probably know that search engine and directory searches account for 80 % of Internet traffic. Booz-Allen, a leading strategic management and consulting firm, say that less than 10% of websites are found using search engines or directory searches because 95% of all the websites out there are not properly optimized.

An increasing number of businesses are incorporating [Search Engine Optimization](#) (SEO) into their marketing strategy to ensure that the site, into which they invested a significant amount of money, receives high ranking in search engines and is prominently visible to potential customers.

SEO is the skillful art of placing researched keywords, that have a known searching audience, into various places on a Web page which are known to be given weight by the ranking systems and algorithms of Major Search Engines like Google, Alta Vista, AOL Search, Ask Jeeves, Excite, Inktomi, Lycos, MSN, Teoma and Yahoo.

A properly optimized Web Site can take you from search invisibility and zero rankings to top spots in these search engines, especially if optimization is combined with known off page ranking factors.

It is estimated that less than two percent of the commercial Web sites on the Internet have had any optimization for search engines. Those who act now, with decisiveness and confidence will lead their competition for the rest of this decade, while their competitors catch on and try to catch up. Contact [Jim Gras](#) 800-897-6458 <http://www.seo-specialist-online.com> for all your Keyword and SEO needs.