

## Keyword Basics How Search Engines Work

One of the most frequently asked questions from website owners is, "**Why my site can't be found on Google?**" They know it's important to appear in search engine results but they just don't know why it doesn't happen to them.

They may well be in awe of the 'black arts' of search engine optimization or puzzled by the complexity of it all. If they're unlucky they will have paid out money to some snake oil salesman guaranteeing to get them to the top in 48 hours - and been sorely disappointed with the lack of traffic that results.

Most search engine optimizers are highly ethical, professional people but they do tend to keep their cards close to their chest.

### **The Big Secret is There is No Big Secret**

It's true: the "big secret" of search engine optimization is that there is No big secret.

It is all about understanding what is going on, followed by the hard work and attention to detail that are common to many business activities.

We provide custom programming, keyword and optimization services on Your website, which include a guaranteed 1st page ranking for the website.

Use keywords in your website copy and you will prosper. IGNORE them and your online business will surely perish online.

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QUESTIONS? Contact me.

With Very Best Regards,

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