



online marketing campaign. Justin McGill of SEOCHERS.com comments on the new trend, "Now a marketing campaign doesn't just focus on advertising, you have to focus on search engines, social marketing, blogging, article marketing, link connections, etc, all of these play a vital role in determining a marketing campaign's effectiveness."

Search Engine Optimization effectively increases traffic to a website by improving the internal and external factors influencing ranking in search results. It is mostly technical in nature and includes Web programming expertise combined with business, persuasion, sales and a love for competitive puzzle solving. Search engine marketing is the key to promoting a company's visibility, credibility and sales.

The Forbes 2009 Ad Effectiveness Survey says marketers of all sizes should start with Search Engine Optimization. According to the survey, 48% percent of marketers said that SEO was the best method for generating conversions online. More than one-half of marketers with budgets over \$1 million agreed. In 2007, only 19% utilized SEO as part of their online strategies and as of 2009, 39% of the businesses are implementing SEO.

Effective website creation is no longer limited to technical skills, copywriting, links and search engine submission. It necessitates an intricate blend of more than 200 variables woven into its fabric. When Search Engine Optimization is done correctly, it not only achieves high rankings in the organic sections of search engine results pages, but makes for an effective website now capable of maintaining desired revenue goals.

Bill Gates once said, "The Internet will help achieve 'friction free capitalism' by putting buyer and seller in direct contact and providing more information to both about each other." Justin McGill, creator of SEOCHERS.com, agrees completely, "Considering that 8 out of 10 consumers these days find the companies they eventually do business with online, there is so much work to be done on driving visitors to the site and then converting them to consumers. Our firm is 100% focused on accomplishing this."

Troy Bohlke of Niche Focus Group states the importance of SEO's in today's economy, "Online advertising partnered with Search Engine Optimization is paramount to the success of businesses today. It is an undeniable factor in the success of my advertising firm, as well as the success of all my clients."

Source: Niche Focus Group

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