



MANY web designs fail because the business owner did not lead the website designer properly. Both business owners and website designers can improve their websites by collaborating on the website design.

Proper Search Engine Optimization applied to your website will improve your chances of high ranking and being “found” on the natural search results from Google, or another internet search engine.

Business owners know their businesses best and need to guide their website designers in creating websites that rank well. Web designers in turn, should ask lots of questions from their client to find out as much as they can about the client’s business, encouraging the business owner to participate in the process.

Many business owners get frustrated with the whole process and end up paying someone to design, optimize and maintain their websites for search engines and customer service – sight unseen. Having a web designer build a site on blind faith would be no different than handing over

the front door keys of your business to a stranger the day before your 25th anniversary sale, and then leaving town for a two-week vacation.

This scenario is absurd, but many business owners do just that when handing over the keys to their Internet doorway...the doorway through which more and more new customers are entering their businesses.

Just like most other areas of your business, the results you get are in direct correlation to the efforts you apply. The best web designer on the planet can’t do your business justice without your input.

The reason many businesses take this “blind faith” route is that most information on Search Engine Optimization and Internet Marketing is written by techies for techies, in daunting technical jargon. Business owners need easy to understand tips, which they can implement immediately, without having to spend a huge amount of time. They need an up-to-date, non-technical approach to get motivated in their Internet marketing.

- Will You be Found?