

Foreword

Search engine optimization (or SEO for short) is the art of getting your website to the top of the search rankings. Why would you want to get to the top on Google? Well, here is my elevator pitch for why SEO (and this book) could be the best investment you ever make in your website and your business:

- ✧ Search engines are the way in which 90% of people locate the internet resources they need and Google has a 75% market share in Europe and North America. The Google brand is now rated as the most powerful in the world and, within three years, the company is expected to be the largest advertiser (by revenue) in the world. My approach focuses on Google because it's the most important, but includes tips on other search engines where relevant.
- ✧ 84% of searchers never make it past the bottom of page two of Google and 65% of people never click on paid (or "sponsored") results. Being at the top of the nonpaid (or "organic") search results is a make-or-break mission for the modern business in a world ever more dominated by the internet.
- ✧ Around 15% of all sales in the British economy are now completed online, and price comparison service uSwitch predicts that internet sales will make up 40% of all purchases by the year 2020. The numbers are similar in all the developed countries of the world, including the United States.
- ✧ In this book I share with you my seven-step approach to search engine optimization and website promotion. This proven methodology is the very same process I use with all my clients (large or small, ranging from Amazon and Microsoft to the smallest high-street store) and contains all the tips and tricks you need to achieve top rankings. The rest is down to you: your effort, vigilance, and determination.