

The size of the prize

84% of searchers never make it past the bottom of page two of search engine results. Just think about this for a moment. Imagine the web is one giant city, with stores scattered through it. Having your site in the top 10 is like having your store right on Main Street or near the entrance of the largest shopping mall in human history. Being outside the top 20 is like having a corner store on the very outskirts of town. Your footfall in a major mall is massive, with people coming in and out of your store all the time. On the web, a top position on Google has just the same effect.

Recent research has shown that the power of a top ranking is even more extreme than the 84% statistic suggests. Apparently, the nearer to the number one position your business gets, the greater the chances that you will actually convert your visitors to sales. It's almost as if web surfers associate a top position on Google with a quality brand.

A business very local to me (and dear to my heart) is the Teddington Cheese in southwest London. This unassuming little shop is rather off the beaten track for lovers of fine cheese. It isn't even on Main Street in Teddington. However, it does sell really excellent cheese from all over Europe and some aficionados come from miles around to take home a slice or two.

What many people shopping there don't know, however, is that the Teddington Cheese won a UK eCommerce Award and sells its cheeses to people all over the world. How did it achieve this? Well, one reason is that it is in the top 10 on Google for the search term "cheese."

I find the Teddington Cheese story inspiring. Although the web is less of a wild frontier than it used to be, there is still a place for a David seeking to take on the Goliaths of world commerce. You too can beat the big boys and afford that prime location right on Main Street, WWW. The keys are great product, sound service, niche focus, great content, and good search engine optimization or SEO - getting your site to the