

Among millions of websites will yours be found?

Written by Greg Rogers Business Daily Editor



Having your business website seen is a pretty important part of whether or not your business succeeds or fails.

Whether the business is a travel operator, a retailer, a service provider or a manufacturer, as a bricks and mortar business or an online enterprise, people have to know that it is there.

Successful businesses are the ones who attract and keep people who need something done or something to purchase. Unsuccessful businesses or even break even businesses, do not do so well because they are in the wrong location or people cannot find them online.

Standing out from the crowd is a head start to gaining a winning position in any industry.

One way to be found online is to have a stunning website. Fill it with relevant images, useful interesting content and spread the word on social media to create buzz. In addition to a social media campaign, business operators should give consideration to search engine optimisation or as it is popularly known, SEO.

SEO industry leaders like [LD SEO Sydney](#) assist people to expose their websites (and thus their products and services) to potential buyers or customers.

In the SEO industry, success is measured by the number of visitors who are genuinely interested in aspects of a business and who view its web pages. Money spent on SEO advice and implementing some online marketing strategies will produce results.

In any business, it is vital to get direct traffic. A travel or accommodation business might be on Trivago or Booking.com to fill beds or tour bus seats and that will work well for them. The downside is that the business operators will pay a very large commission that is taken out of the money they get from the booking site. A sale of \$100.00 might result in a net \$70.00 in the bank.

Direct traffic to a travel or accommodation site will result in a booking without the \$30.00 commission. That means that \$30.00 extra is income (probably profit in fact) for each sale. So it is obvious that direct traffic is important. AdWords and affiliate marketing have their place in a marketing campaign but direct sales are what an expert SEO person will deliver.

Quite often an SEO expert will include a content marketing campaign which involves placing permanent information that Google will index and deliver to people searching for information on a product or service.

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Paying commissions should be temporary whereas adding unique content on a website is vital and that is where SEO becomes a long term investment.