

# OptimizationConsultants.com

## Organic listings in search engines and why it is vital

### **Does search engine optimization work?**

The answer is a resounding: ABSOLUTELY!

Natural search engine placement and optimization may be the most efficient way to address issues of message delivery. The industry is growing at a tremendous rate. The competitiveness over arguably the most competitive word on Google "search engine optimization" has drastically increased. As of the writing of this article there are over 1,620,000 results when you type in search engine optimization compared to only 560,000 two months ago.

Okay, you say, that makes sense but give me more proof.

Optimizationconsultants.com does no advertising other than ethical search engine optimization and ethical search engine placement in the major search engines. We spend \$0 on pay per click campaigns or any other method of advertising.

Our conversion ratio is in upwards of 14.5% which is incredible in any industry. Why do we have such a high conversion ratio?

Because people are looking for us, we're not looking for them.

When a user goes to Google and types in \_\_\_\_\_ and finds us on the first page, they know we know what we're doing and are compelled to click if only out of awe.

The secret of the search engines is the ability to be found not the other way around. That's why the natural search engine listings in Google outperform the AdWords listings. Users know that sites listed in the Sponsored matches section or on the right side of the results means a business or individual is paying every to be there. That equates to advertising which is no different than radio, television, newspaper or magazines. That's a company "pushing" their product onto the consumer.

But, when a user finds a site in the "relevant matches" section, they have more confidence. This site didn't pay to get there, they are there because whichever search engine you use said their site is the most appropriate for your search based on the entire site's content. This is "Pull" demand. Meaning, the user is looking for us instead of us looking for them. If you can get on the Pull side of advertising then you'll experience much higher conversion rates on every visitor to your website.

Question 2:

**What kind of traffic can I expect to see from relevant listings as opposed to pay per click?**

This question needs to be answered in two parts. First let's look at the PPC method.

PPC search engine listings will give you as much traffic as there is demand for a given keyword or keyword phrase. Meaning, if there are 500,000 searches a month and your listing is appealing you can expect to receive approximately 2-5% of those searches.

Let's say you get an incredibly high click thru rate of 5%. That means you have  $.05 * 500,000 = 25,000$  visitors at your disposal. But if a keyword has 500,000 searches in a month then that means it's fairly competitive and it could easily be \$1.00 to be in the top 3 positions for that keyword. So if you are paying \$1.00/visitor and you had 25,000 visitors, then you paid \$25,000 for the traffic one keyword would generate for your site.

One Keyword!

I think you can see how risky and expensive PPC can be. Unless you know you can convert visitors into sales and your profit margin on the items you're selling is incredibly high, then caveat emptor (buyer beware).

On the flip side, when your site shows up in the natural rankings you don't pay a single cent for any of the traffic it generates. This means you have more money for developing your site, tweaking marketing tactics, making your product better, etc....

As far as the old argument that you won't get as much traffic from natural placements vs. PPC listings, that's a myth. Several of our clients receive over 50,000 visitors a month on average from natural placements in the major search engines. In fact, when we optimize a client's website, one of their goals is to decrease the amount of money they are currently spending on PPC advertising.

After the completion of the optimization plan 75% of our clients completely abandon their PPC programs. This leads us to a general comparison of PPC vs. natural rankings.

**Advantages of search engine optimization**

1. Fixed cost vs. fluctuating costs that can skyrocket with PPC advertising.
2. Long-term listings and rankings with natural placement vs. showing up only as long as your bank account has money.

3. Natural rankings have higher click thru ratios than PPC listings because natural rankings are pull demand vs. push demand.
4. Greater Click-through: People trust "organically grown" search results more than they do sponsored results. While the engines business is supported by paid ads, many consumers prefer the organic search results. Due to the contextual nature of organic search, the listings can be more relevant and offer a greater depth of choices. Therefore, while paid ads can play an important part in your marketing strategy, ultimately it is the organic search results that will more likely yield the greater click-through rates when all other things are equal. Therefore, it's this type of listing that will maximize the traffic to your site whenever you climb to the top.
5. Branding: More and more large corporations are investing resources into organic search to gain the marketing benefits of promoting their brand. For example, most consumers would expect to find Dell.com in a search for computers. If your company does not show up for the keyword results in which you'd expect to appear it can be embarrassing. Consumers may wonder if Company X is as important as they once were if they don't even show up in MSN, Yahoo or Google. Conversely, inserting your brand in the top search results can give the impression that your company is important. Therefore, smaller companies can give the impression of big business importance by securing a better position in organic search than their larger rivals.
6. Greater Trust Equals Greater Conversions: Most adults learn to apply a healthy dose of skepticism when they see a commercial on TV, a banner ad on the Web, or a sponsored ad on a search engine. After all, we know those ads are commercially motivated and may not always be the most relevant product or solution for our needs. It may simply represent the company that was able to spend the most money to get their message in front of me. Sometimes bigger companies do offer the best products, but there's no guarantee. There's certainly not the same level of trust that we see from visitors arriving from organic search. Organic search can, of course, be commercially influenced. However, a recent survey shows that people tend to trust organic results compared to sponsored listings. On the whole, you should see more visitors from organic search converting to sales, assuming your rankings were for targeted, relevant keywords. In the business world, ROI, or Return On Investment, is king.
7. Organic is cost effective: After all these years, it's still free to submit to Google, arguably the most popular of the organic search engines right now. Google has always been adamant about not charging for inclusion in its index of 4.2 billion pages. Most other organic engines will also index you for free, although some like Yahoo do have paid inclusion options. Paid inclusion simply guarantees your page will get indexed quickly and stay indexed for as long as you maintain your subscription, but does not promise a particular ranking. However, if you have a Web site with good quality content and links from third party sites, paid inclusion is "nice-to-have". It can be very useful in getting pages indexed or re-indexed quickly. This allows you to quickly test various page designs and to feed news and other time-sensitive content to the search engine as quickly as possible. Needless to say, being in the Search Engines database is one thing, ranking high for your keywords is another story altogether

### **Advantages of PPC**

1. **Organic Rankings are Not Automatic:** With organic listings, you cannot simply hand over a certain amount of money and be guaranteed to quickly and automatically achieve any ranking you desire. Instead, achieving positions in organic search requires the proper technology, skill, and know-how. There has always been a cloud of mystery around the process of achieving top rankings. How's it done? Where do I start? That's why

companies like optimization consultants are essential to a business's success in search engine marketing.

2. **Organic Rankings Require an Investment in Time:** The age-old adage of "nothing worthwhile in life ever comes easy" rings true with organic rankings. While they are monetarily free, simply submitting your pages to the search engines is not enough to bring in a flood of new visitors to your Web site. Far too many businesses have been fooled into spending \$49 or \$99 to submit their site to "thousands" of sites, 99% of which are obscure names you've probably never heard of. The key is that someone doing a search on a major search engine must be able to easily find your Web site.

If your site is buried at the bottom of the list, or simply fails to appear in the first few pages of search results, you can kiss your chances of being found good-bye. The key is to use responsible best practices to create pages that are highly relevant to the keywords that apply to your Web site and the products or solutions you have to offer. . In other words, optimize your pages for search engine visibility and see how fast your position improves.

While optimizing your Web site to rank well for organic searches takes more effort than simply buying an ad, it can provide your business with one of the highest ROI results that you're likely to find. Numerous studies have placed search engine optimization at the top of the list of the most effective forms of online marketing. Its low cost, high relevancy, and high conversion rates make it an ideal marketing vehicle for almost any business.

### **In Conclusion**

Many people see the solution to their search engine marketing campaign in pay per clicks because they're easily set up and effective almost immediately. However, those that understand the principle of laying a solid foundation and building upon it can understand the long term benefits of natural search engine placement. It may take longer to get the same results but it will cost much less in the long run.