

Search Engine Optimization

The Waiting Game

Why Proper Search Engine Optimization Takes Time

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We all wish that we could come up with that One Magical Idea that everyone needs and that everyone runs out of so that we can make our millions. Every single one of us has ideas; how we communicate them to others is what matters. In the world of Internet marketing, Search Engine Optimization (SEO), target audiences, rankings, and click-throughs are the all-the-rage buzzwords of the new millennium. Businesses, organizations, and individuals want these results for myriad reasons, not the least of which is the nearly infinite return on investment. And they'd like these results FAST. There's no problem with this, but, as the Rolling Stones said: "you can't always get what you want."

Search Engine Optimization, market research, and audience targeting takes time, sometimes as long as a year, to fully realize. There is no "short cut" to the top of SERPs (Search Engine Result Pages). Search Engines (and those who run them) must deal -- more and more -- with what is commonly known as "spammers," or those who try to take "the easy road" to the top of search engine results pages. Search Engines try to protect themselves from spammers by implementing new algorithms every once in a while, and, it's rumored, by applying an "aging delay" to new sites and by placing sites with new hosts or domain names in what is being called "The Sandbox." Site owners who really want the results on search engines will wait out these delays by adding new content daily, weekly, or monthly; by researching for new audiences; by reviewing their Internet marketing plan and updating it; or by starting a "Pay Per Click" (PPC) campaign. Spammers and "black hat SEMs" will give up, move on, or start using true SEO techniques.

Internet marketing and SEO are, obviously, closely related, so, when you're searching for a company to devise your Internet marketing plan, be prepared: ask questions and make sure you understand the company's answers before you sign anything or pay for services. Below is a list of things you should ask a potential Search Engine Marketer or Internet Marketing Consultant:

INTERNET MARKETING CHECKLIST

1. Have well-defined goals.
2. Be prepared to communicate and discuss those goals with a potential marketing firm.
3. Ask about the company's "Best Practices" policy: do they believe that there's a quick way to the top of SERPs, or do they explain the process to you?
4. Know your audience, or be prepared to communicate your ideas of who your potential audience or market will be. A professional marketing consultant will be able to help you in this area; someone who expects you to point out all the target markets to them isn't clear on the research phase of marketing.
5. Ask questions: What is your plan for my Internet marketing? How long will you monitor my site? What if I don't get results... what then? Make sure that you understand exactly what the marketing consultant or firm plans to do.
6. When discussing fees, make sure you know what you are paying for.
7. Ask about the terms of your agreement. Before you sign a contract, make sure you understand what you're signing.