

In today's market, it's imperative for businesses to go above and beyond any of their past efforts to market themselves and gain attention. Many of my recent blog posts have focused on some of the ways that public figures and companies are doing this, and it's clear that a theme is emerging: the necessity of keeping up with the rapid changes in marketing and advertising. However, making effective use of social media and networking websites, having a well-organized and informative website of their own and creating a captivating advertising campaign don't necessarily equal success. All of those things are useless if they aren't taking the steps necessary to ensure that the public is noticing all of their efforts.

In the past, if businesses wanted to be found, all they had to do was make sure that their company name and information was in places where people would happen across it – television commercials, radio spots and newspaper and magazine ads. Visibility in places like the Yellow Pages and trade shows where interested customers actively sought them out were important, but the process of finding information on businesses has been completely revolutionized by Google and other search engines and just having your information on the internet doesn't mean it will be found. Search Engine Optimization (SEO) is one of the biggest buzz words right now in online marketing, and it holds the key to ensuring that all of your online marketing efforts pay off.

Having a website that is easily found is essential, yet small and medium-sized businesses often have trouble making sure that their websites are among the top results returned in online searches. People shouldn't have to type in the exact name of a business when they search online. Instead, when someone searches something, let's say electricians, and the name of their location, an electrician that's effectively marketing himself online would see his website as one of the first or second results. If a website isn't easily found, it's essentially a lost cause to have and maintain it.

SEO: How to Put Yourself on Top of the Pile

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Marketing yourself and your business is no longer about knowing which side of the page to put your ad in the Yellow Pages, it's about making sure that people can find you with little more than a click of their mouse.

Check out [this article](#) at Mashable to learn how to make sure the videos you're posting on your website are seen.