

SEO

HOW IS CHANGING BUSINESS PRACTICES

A concise look at what used to happen in the presemantic search days and how things are shaping up now helps quantify some of the changes you should be thinking about in your company or brand.



You bought links because they increased the ranking of your website in Google's search.

HERE'S HOW **SEO** USED TO WORK IN THE PAST:



You told your SEO company you wanted a list of keywords for your industry to rank on search, preferably on Google's first page.

You hired someone to write thousands of words with the keywords you were targeting, and you posted the content on your website so it would become more visible in search and aid in its ranking.



You spammed social bookmarking sites with links to your keyword-rich content without any consideration for engagement or interaction.



Your perception of a good customer experience was one that gave you a sale.

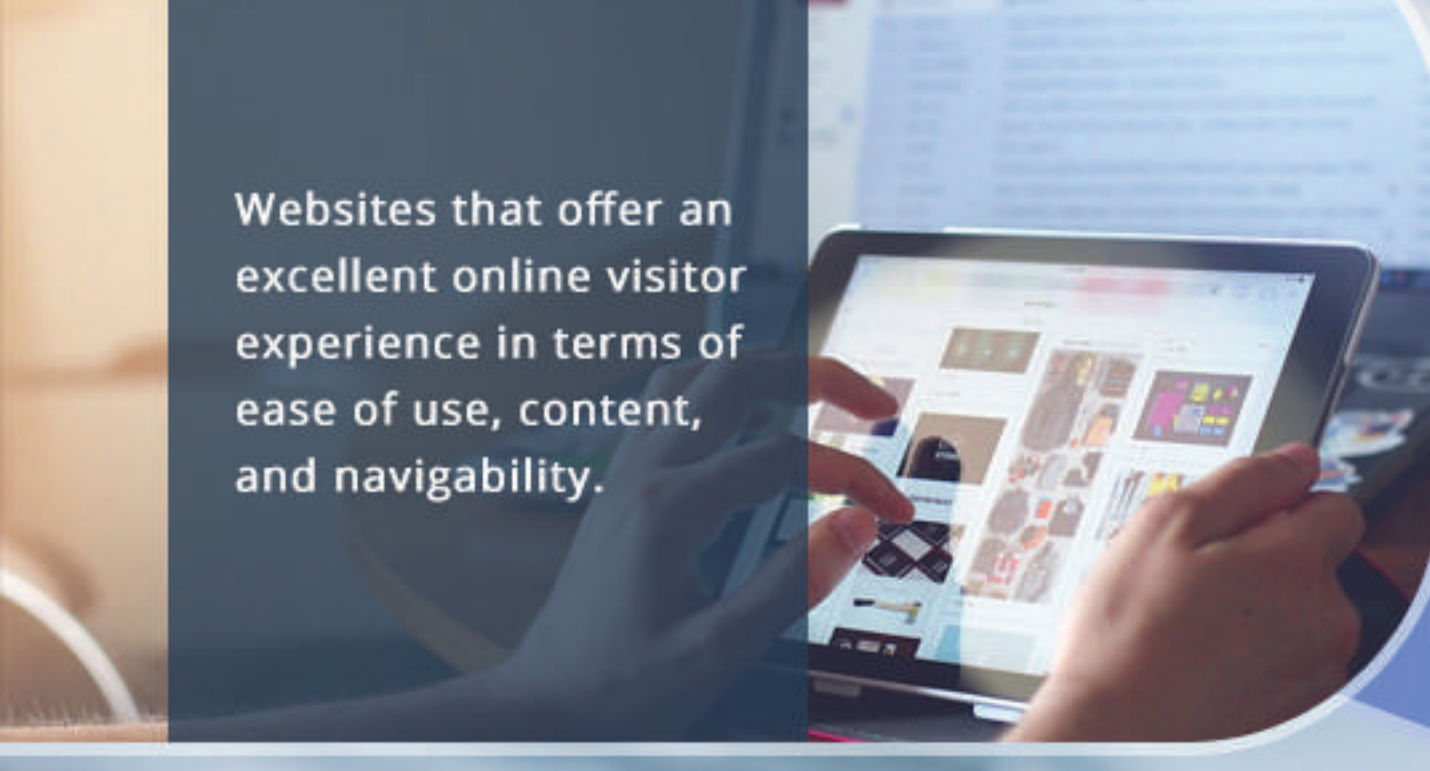
You thought that a good commercial website was one with a shopping cart.



In the new **SEO** world, the things that work and help a business take advantage of search and increase its ranking are:

Good quality content that delivers value to the end-user.

Websites that offer an excellent online visitor experience in terms of ease of use, content, and navigability.



Businesses that are being talked about on the Web, on blogs, and social networks.



Businesses whose content is reshared on the Web across social networks.



Businesses with a strong social component that actually engages their prospective customer in a way similar to a person.



Businesses that stay current and generate consistently fresh content proving that they both have something to say and that they are part of the current online conversation.

