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Learn White Hat SEO

As an SEO Consultant you may be surprised by my belief that you should learn search engine optimization but the truth is if own a business and website you should learn SEO. Considering the current state of the things business owners are exploring different ways to minimize costs and ways to increase business, so many overlook the big picture of SEO.

The Internet levels the playing field for small business owners and allows them to reach a global market. Search Engine Optimization is the way to creating and maintaining a presence online. Having a website is just the first step in creating an online presence. By learning and implementing search engine optimization techniques you can get the lion's share of web traffic for your specific niche. SEO is not constricted to making improvements to a website for specific keywords, there is so much more involved in the optimization process...this is the point business owners miss.

The broader picture of SEO is about creating expressways and interstates on the Information Super Highway (the Internet) that all lead to a precise website. Have you ever noticed that when you get directions from Mapquest offer different ways to get to where you are going? Most people rather the fastest way, some prefer to stay away from tolls or highways. Mapquest will provide different options for getting to a single direction; the search engines are very much alike. You type in what you are trying to find and the search engine shows you a list of options for tracking down what you need. With search engine optimization the goal is to show up amongst the options offered to searchers! SEO is about positioning yourself in front of your target audience.

Building a website and sitting around waiting for people to find it is a ridiculous notion. When you build a website you should be proactive in making sure people can find it. There are a plethora of websites and new ones pop up every day. You could have the best designed website with superior graphics but the fact is that's not enough. You must popularize, brand, and champion your website. If you desire business from the Internet you must market on the Internet. You must understand the Internet and Internet marketing. If you are unable to do these things you should either hire a professional or don't expect much from the Internet.

SEO experts are individuals that have invested their time to learning the ins and outs of search engine optimization and Internet marketing. Regardless of what business owners think, generally SEO consultants are actually overworked, underpaid, and under appreciated. SEO is not a get immediate results magic pill. When done properly it does take time to see any real tangible results. Is it worth the time? Certainly! While SEO is an on-going process the outcome is long lasting. Some prefer to place all of their money in high-priced pay per click campaigns. I'm not knocking pay per click, the issue with pay per click is that moment you stop paying your website's presence disappears. It makes more sense to put forth a serious effort towards having your website rank organically in the Search Engines in conjunction with a pay per click campaign (if ppc is your thing). It is a mistake to put all of your eggs in the pay per click basket.

Learning SEO is an opportunity for website owners to save money. How? If you know how to do it yourself you don't have to pay someone else to do it for you.

[youtube:kXvgBPr8rYc;[link:Learn SEO
Technique];http://www.youtube.com/watch?v=kXvgBPr8rYc&feature=related]

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