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What Is The Goal Of Search Engine Optimization - Rankings Or Money?

Search engine optimization is one of the most complicated aspects of online marketing and it is easy to get lost in those different numbers. Oftentimes, SEO-consultants lose contact with reality and find themselves caught in figures such as web page guests, unique site visitors, page views, bounce rate and so on. Because of that, clients can get easily irritated because they don't care about page views and site visitors, they worry about sales!

This sort of clash isn't new to the world - people will always find it difficult to communicate due to various points of view or goals. Yet because it is very important for an SEO-consultant to be able to communicate effectively with his or her client, I've decided to write this short article. Exactly where will the duty of a search engine optimizer begin and exactly where does it end, is it our job to attain great search rankings or excellent sales?

To comprehend the problem better we must get into a little more detail. To do this I will make use of the example of an internet site about [Tamron camera lenses](#). Lets say the website has reached the #1 spot for all the wanted key phrases after a 5-month marketing campaign. Therefore the SEO-consultant is very happy so when his client requests a meeting, he doesn't count on anything negative to come. He or she did what he promised and he made it happen well, after all! As soon as he comes through the door and sees his client he is a lot less confident - he can see there is something wrong. Soon his client explains to him that there isn't a single sale more!

Even though the specific situation above is absolutely imaginary, it's happened before. It can happen that even after an effective search engine marketing campaign the actual product sales do not increase due to a badly built internet site. When you have a lot of traffic you also need a website that is appealing to the visitors.

But now, how far goes the duty of the SEO-consultant? Can she or he really be made responsible for the conversion rate of a website he optimized for the various search engines? Is the aim of seo to enhance rankings or to earn money?

In the end, it obviously is about earning money. If there would be nothing to make, there wouldn't be 1 company that would purchase SEO - that's simply a fact. It's still a marketing method and marketing is all about generating income. So yes, seo is about making money. But it is merely a link in the chain. I do not think you can make a consultant accountable for the conversion rate, because that's an entirely different area of expertise! I've met SEO's who could not design a great looking website when their existence would be on stakes! The two area's of search engine optimization and conversion rate optimization are simply too different. SEO is one link in the chain and CRO is yet another one and both need an expert to look after them.

Click here to determine a highly optimized website in relation to [Tamron camera lenses](#). If you are looking at a case-study about seo you need to take a look at this [Tamron camera lenses](#) website!

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