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# **Inspirational Resources On The Key Reason Why In Search Engine Optimisation, You Have To Find Out What Your Buyer Is Seeking**

If you want to avoid being a casualty of Google's new [SEO services](#) war against the spammer and content farmer, what's your best course of action? Whilst the latest algorithmic change is still in its relative infancy, we know by looking at the outcome and by listening to the words from Google's experts that they are particularly keen to stamp out the proliferation of scraper sites. They want to kill off those sites that are principally designed to elicit a sale for the webmaster without providing valuable information and a rich user experience for the visitor at the same time.

We are finally moving from an era where if pages were "optimised" to ensure that they met the technical requirements seemingly imposed by the search engine, then they would be returned as good sources of information for the searcher. Now, it's very important that people who visit your page are deemed to be happy by the search engines, as after all the proof is in the pudding, isn't it?

If you want, it is all well and good for the search engines to ascertain that the page is acceptable based on particular technical specifications, but when a website visitor clicks out of the page quickly and merely doesn't stick around to discover everything you have to say, then there is something wrong.

So how do you bridge the gap? More than ever, it's important to ensure that the content that you provide is good quality and will definitely be of interest to the kind of person you are trying to attract.

As a website owner, you have to depart from the state of mind that technical search engine optimisation is almost everything and should get into the head of your "would be" customer. It is the time to complete field research together with your present clients and to establish a think tank, if you want, to obtain advice from those who are not very close to your business. Make sure that your content is beneficial and that guests would like to go through it and connect with it, first of all.

Nick Morgan is a specialist if you want more information on [search engine optimisation services](#). To research all the stuff on the subject of SEO, stop by the web presence available at >>> <http://www.sellonline.co.uk/>

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