



How to Dominate the Online Market

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As most businesses these days are taking most of their marketing efforts online, the importance of being in the search engine results is greater than ever. Users all over the world use the search engines to look for almost anything one can imagine. Google alone is receiving billions of searches every month. This shows how important it is for a business to rank its website higher on the search results. Your website's visibility on the search engine results is the first step towards a successful online marketing campaign.

To get noticed by your potential customers, it is vital for a business to dominate the search results when the users search for the relevant keywords related to your business. So, the question is how to sift through from among your competitors' websites, and rank in the first pages of the search engine results pages or SERPs.

The first step to win the SERPs is to understand the behavior of the online visitors. Most online users use Google as their standard search engine. It was found that 95 percent of the users click on the natural links listed in the search results page and most of them find what they seek right on the first search results page. So, the struggle is to make it to the first page of Google's SERPs. As more and more businesses started using all means possible to get to the top spot on the Google's search results, Google found that some use unethical SEO methods to get

around their search algorithm to rank high on the results.

Google takes its search algorithm very seriously and it hurts their pride when they find people cheating it. With a flurry of updates, Google has pounced on the unethical SEOs and spammers who use unlawful tricks to get their websites up the search results. Google has introduced several changes to its search strategy to improve its quality. Its algorithm is more content oriented than before. Now, it takes informative content to rank a website on its search results.

So, the first step towards web world dominance is to build a content rich website that gives a lot of useful information for the visitors. Have a landing page that sets your business apart from your competitors. It must have catchy titles and interesting information that the visitor would find useful. The old ways of luring a visitor to click through a website do not work any longer as Google has refined its tactics to track user experience through bounce rates and the visitor's navigation history.

As the world is slowly becoming a transparent society, and people are rooting out the shady elements from their midst. Information has become the key to survive the online cleanup by Google. Dominate the Google search results, and you dominate your niche of the online marketing world.