"Ask not what Google can do for you, ask what you can do for your customers!"

Do you remember that famous saying from John F Kennedy?

"Ask not what your country can do for you, ask what you can do for your country"

Well, when I think of **search engine optimisation** I can't help but hear a similar slogan in my own mind, and I think that it's one that you'd do well to remember:

"Ask not what Google can do for you, ask what you can do for your customers!"

Although it might not seem immediately obvious, this really epitomises the core essence of good **search engine optimisation**, and you need to get this clear in your mind before you even think about title tags, descriptions, H1's, links, or anything else.

You'll undoubtedly have heard about good **seo** being all about content, content, and more content, and these are not just soundbites, this is the fundamental truth that you need to accept if you want your website to rank well and your customers to buy off you over and over again.

It never ceases to amaze us the amount of junk products that you can find out there promising you untold riches without actually having to do anything. Get rich quick schemes have never worked, and it's no different just because you're on the internet.

What is the point really of trying to blag your website to the top of Google?

How much time, effort, and messing about do spammers have to put in to try and get their websites to be visible to internet users, and what do they get out of it?

Even if you can manage to get your site up there by cheating, it probably won't stay there for very long, but worse still, will anyone actually buy anything of a spammy site full of links and ads and utter junk?

I'm sure that we've all searched for things in the past and found ourselves on a site that clearly has no interest in our needs, only in the pocket book of the owner, and what do we do when we land on a site like that?

Most of us hit the back button within a matter of seconds.

If this is the case, then is it really worth putting that site together in the first place?

I'm also sure that you'll have favourite sites that you visit over and over again, and if you think about it you'll realise why – because those sites actually give you something that you're interested in, they give you what you want, they add value to your internet experience.

This is really what the slogan and poster at the top of the page are about.

What you really need to ask yourself is "***does*** your customer need you?"

[and we use the word customer rather than visitor deliberately. You are hoping that your visitors will become your customers, but even if they don't buy from you today, you should still make sure that they feel as though they're being treated like valued customers if you want them to return or to recommend your site to other people]

If you can't honestly answer with an emphatic ***YES!*** then you need to rethink what you're doing online.

If you're creating valuable, interesting, useful content then your customers ***will*** need you!

Doesn't it make far more sense to concentrate your time and efforts into creating something that really will be of use to your customers?

Instead of approaching your website from the perspective of "how much money can Google help me to earn", you should really be approaching it from the perspective of "what are my customers going to find useful – how can I help them?"

Remember that Googles entire business model revolves around delivering high quality, relevant results. If they fail to do that then they're out of business.

Trying to get low value websites to the top by fair means or foul is absolutely contrary to Googles own goal, and it clearly isn't going to work!

To succeed online you ***must*** deliver high quality content – **period!**

Rather than trying to swim against the tide, swim with it! It's far easier and you'll travel much, much further, much, much faster!

Avoid reading lots of ebooks and "courses" on affiliate marketing, and instead think about how to write useful content.

Affiliate marketers tend to go to places like clickbank, find the products with the highest commissions, and then try to create a website around it. If you have no interest in the product other than it's commission then how can you possibly hope to give something useful to your customers?

A far better approach is to think about something that you do find interesting, and to create a site around that without even considering how to make money from it.

All of us have some skill, knowledge, or ability that other people would find useful (your employer pays you for your skills don't they?), and if you're delivering information and "know how" that is useful to them then you can fairly and legitimately earn money from it later.

Once that you start working in this way then not only are you creating good quality, useful information, you can find the products that you know will be useful to your customers, and offer those products to them (or create your own documents, manual, ebooks, or offer your services, etc).

You will have far more success selling useful products to people that are interested in them, rather than trying to push a range of products that are aimed at no one in particular at anyone who lands on your site.

Our introduction to **search engine optimisation** may seem brief, and it may seem obvious, but probably 99% of people online get it wrong!

So, in summary:

- Don't approach selling online from the "what Google can do for me" angle, approach it from the "what can I do for my customers" angle
- Choose a topic that you enjoy and where you can share knowledge that others will find useful
- Create high quality content that really will be useful to your visitors – ***Really!***
- Don't try to fit content around useless products. Where appropriate fit genuinely useful products into your genuinely useful content
- Aim to add real value to your customers internet experience
- Continue to add relevant and useful content to your website to further enhance your customers experience

Stick to these simple principles and not only will you find that you're enjoying working online, you'll find that your customers enjoy it too, that they are happy to buy from you, and that most importantly, you don't need to spend all of your time worrying about **search engine optimisation**, it will start to happen naturally the better and more useful your content is!

About SEO experts

SEO Experts are based near Leeds, West Yorkshire and are one of the UK's leading search engine optimisation companies.

We are the only SEO Company that guarantees page 1 results or will give you your money back.

We offer a free SEO report that will outline what can be improved on your website, and this doesn't just cover the optimisation, it also covers that all important stage of converting your visitors into customers.

This is what will make you money online.

Our SEO processes are all done in house, we do not sub contract any of our work out.

We conduct over 17 vital SEO processes on your website, typically spend well over 100 hours working on it, and currently spend nothing on advertising, since 90%+ of our business comes via word-of-mouth recommendations from happy clients.

Our pricing is far more competitive than the other leading SEO Companies in the UK – while they'll quote you a minimum of £1000 per day, the majority of our clients spend less than this per month. We achieve this by controlling costs, having zero advertising spend, and by working extremely efficiently.

What this means to you is that you get a premium value service at an extremely affordable price, PLUS you get the reassurance that if we don't get you to page 1 it won't have cost you a single penny.

There isn't another SEO Company anywhere in the world that will give you such a no-nonsense, cast iron, risk-free money back guarantee – and you should ask yourself why that is.

We are always happy to help you, so if you need help with your SEO and online business, then please free to contact us by email: contact@seoexperts.org.uk ; by Free Phone: 0800 33 45 66 7 ; or visit our website at: www.seoexperts.org.uk to find out what we can do for you.

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