



## Pegasus Ventures Michigan

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### Rob's SEO Explanation Paper

Search Engine Optimization (SEO) is something every good web site design company offers as part of the design process, and in the case of Pegasus Ventures Michigan and GuestChecks.us, SEO is also part of our regular auditing and updating process.

I get calls from clients who are solicited from "SEO companies" asking if these companies are any good. To be frank most of the time my answer is, "no" and my answer is more often based how they plan to deliver services more than the actual services. In this paper, I am going to lay out what SEO is all about, to give you the best information to make your own decision.

The dilemma for every website owner on the planet is "How do I get to the top when people search the web?" The honest SEO company or web site design company will tell you, "We cannot control your position, but you can control it with *sponsored search* if you really want to be at the top." Of course this is not the answer most people want to hear, but is the accurate answer.

*Sponsored search* are the ads you see running on top and down the right side of the screen when you do a search. Seen in the circled red below is an example of sponsored search on Google:

The screenshot shows a Google search for "guestchecks". The search bar is at the top with the Google logo and a search button. Below the search bar, the results are displayed. On the left side, there are two sponsored links circled in red: "Guest Napkin" from FineStationery.com and "Guest Checks" from thermalpaperdirect.com. On the right side, there are four sponsored links circled in red: "Restaurant Guest Checks" from kng.com, "Guest Checks- Save Now" from POSpaper.com, "National Guest Checks" from restaurant-pros.com, and "Wholesale Guest Checks" from RestaurantDiscountWarehouse.com. In the center, there are organic search results circled in green, including "Guest Checks-Shop for Restaurant Guest Checks, Receipt Paper and ..." from guestchecks.us and "Michigan web design services from Pegasus Ventures Michigan and ..." from guestchecks.us/portfolio.htm. At the bottom, there is another organic result for "GuestChecks Restaurant Guest Check Pads" from bestvalsup.com.

*Pegasus Ventures Michigan is a Beepaw, Inc Enterprise  
Member Grandville Area Chamber of Commerce*

Visit us online at [www.guestchecks.us](http://www.guestchecks.us)



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The areas in red in the example above are companies who have paid Google to be found when people search specific words or phrases. Each business bids a price per click and the higher the bid, the better your position. The highest bidders appear at the top of the page. So can you control where you are found? Absolutely, and getting into the bidding is the easiest and fastest way to get found. In most cases your ad will appear within a few hours and you can control where your company appears.

The area in green in the above image is regular every day search results. Despite numerous claims and comments it has never been shown the search engines favor their sponsored search clients, and each search engine uses its own unique proprietary formula to determine where an indexed website comes up when someone anywhere on the planet does a search. I tend to accept this assertion.

The problem we run into is no one really knows the formula except the search engine. The problem is complicated by the reality people use a wide variety of search terms to find websites. An example is one of our Chamber's of Commerce misspelled a member, "Carrabbas Restaurants." The result was every time someone misspelled the name like the previous web master did on the site, this Chamber of Commerce came up and the Chamber was getting traffic from all over the country from the misspelling. (We could see this in the statistics reporting) So no one knows what all the search terms will be and no one knows the search engine's proprietary formulas.

Many SEO companies and web designers will point to fairly meaningless search results, for example, if you search "Pegasus Ventures" typically we come up first. The problem is the business owner I want to find me does not know my name and a search for "Pegasus Ventures" is pretty meaningless unless you are Wal Mart. Do a search for "Michigan web site design" or "website design" and you have an idea just how much competition is out there!

The best advice is to build a website that reflects your company. Pegasus Ventures Michigan/GuestChecks.us regularly audits client websites based on ever emerging design standards, what we are seeing in statistics reports and feedback from visitors to the websites. We find these practices are by far the best and bring ever rising volumes of traffic to our websites.

So should you use an SEO? Well that is a question you will need to answer yourself, hopefully I've helped you out with some facts. Below I've included some links for other opinions!

—Rob Dewey

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Links to learn more about SEO:

[What's an SEO? Does Google recommend working with companies that offer to make my site Google-friendly?](#)

[Yahoo! Search Content Quality Guidelines](#)

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