

Why Top Search Engine Placements Never Move?

by: Martin Lemieux #1 question when it comes to web advertising is how do I get top 10 search engine placements for the terms I wish to acquire? Without getting into how to acquire #1 placements (Since there are virtually 100's of articles explaining these techniques), let's instead look into how companies who do end up acquiring them, never seem to lose them... 1st you must understand that search engines all over the world are battling what seems like a never ending war to be able to provide the ultimate best results for a search. So since this is true, search engines are consistently upgraded in order to improve their results. With upgrades come new content, with upgrades come loss of placements as well. We all are consistently updating our sites to better fit search engines results but at the same time, the top search engines are telling us to simply provide great relative content for your visitors. So why then do we ignore their wishes? See what I've found through many up's and down's is that I had the ability to get the top placements all along. It was right under my nose the whole time. Here it is... are you ready?... Create your content for what you're after and forget it! Move on, attack something else. See, the reason why so many top companies never lose their precious placements is because they create very good content and then leave it up to search engines to find it, re-find and again re-find the same content. Here's what happens. The 1st time a search engine finds your content, they archive your information and keep going. Now that they have it archived, they come back time and time again to see if they can still provide viewers with that information. If by chance you changed it in any way, search engines will ultimately have to re-archive the information again and start all over. This in turn is like "losing interest" in your information at that time. So a good rule of thumb is to leave your content the way it is in order to let search engines to have the opportunity to archive, double check and maybe triple check your content relevance. I guarantee you if you create it and forget it, create more and forget it and stick to that strategy, your bound to hit your target. Keep up the good work!

About the Author

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