

Don't Bother With Search Engines And SEO

Yes you heard right, don't put your trust in SEO. I have some free advice for you guys, do not use search engine optimization as your present or future marketing strategy, it will waste your precious time and suck up your valuable resources. I am here to tell you that the search engines will either love your website or they will loath it and you should just accept that and move on.

Every day thousands of Internet marketers waste many hours and big dollars chasing after the ultimate search engine rankings, a handful of people achieve this coveted goal but most fail, with only wasted time and money to show for their efforts. I speak from first hand experience, I too was one of those avid "search result" junkies only to be disappointed time after time with mediocre at best results. It was only after reading [Harvey Segal's free e-book](#) The Ultimate SuperTip that I came to realize the power of Smart Internet Marketing and discover the pitfalls of relying on search engines for revenue, sales and traffic.

Don't get me wrong, the search engines are a great source of traffic if you manage to get within the first 10 results for a popular niche. If you have been around for a while you will know just how hard this is to achieve but for those who do achieve it I take my hat off to you! You are certainly dedicated to your marketing strategy.

Back in the good old days (a few years back) marketing your website for the search engines was the Holy Grail of Internet marketing due to the lack of shifting search results and basic algorithms used by Google and other popular engines. Today however things have changed, Google, Yahoo and others got smart, no longer can you sit easy in the top results. If you are popular today tomorrow you could be a nobody, drifting out of sight in the search results while others take your place in the dog eat dog world of SEO.

I have operated many different websites over the years and spent much time promoting them in various ways. I have seen many different marketing techniques offered by the so called "experts", some of the advice was actually quite good and some not so good. It was only after reading Harvey's book mentioned above that I started to understand the true value of a properly formatted marketing campaign and where I should be focusing my attention.

My advice to any Internet marketer, site owner or inspiring webmaster is to not always follow the sheep and be ready to challenge mainstream thought on search engine optimization and just how important it is for marketing a website. If you want to see an ingenious use of viral marketing - one reviewer called it "The greatest viral marketing idea of all time" - take a look at [The Ultimate SuperTip](#), the free book is packed with valuable and unique marketing tips. Not reading and acting upon the priceless information contained within the pages of this free e-book could be the greatest marketing mistake you ever make!

About the Author

Get your Free copy of Harvey Segal's free e-book "The Ultimate SuperTip" here: <http://www.alphacsi.net/report.html> Sam J Wilkinson has been Internet marketing and developing online businesses for since 2001.

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