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How to Find Your Website when You Do Your Own SEO by [James Brown](#)

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Have you ever clicked through all of the search results Google returned after searching for a popular subject? No doubt, the only ones that have were those looking for their websites that had no SEO or search engine optimisation. Everyone knows businesses must have his or her own professional looking web site these days; not everyone knows, however, how to SEO optimise. Those are the billion or so websites that come up in the Google results that did not make it to the first one or two pages. How does anyone compete with the millions of websites with all the same topic? That is where the SEO services of a company like Illison Media are required. New website owners understand getting a new website launched involves paying for a domain registration, a monthly hosting fee, a programmer, maybe even a graphic designer if the web design is original. However, not everyone understands the next step: search engine optimisation. Why is that? Because as anyone who has ever tried to make a study of SEO knows, the right SEO approach is not altogether cut and dried and just as one thinks they have the rules mastered, Google up and changes them! Links guaranteed to rank a website one day can very well plunge websites and earnings the next because Google now thinks those links are not quality! Most business people have enough to do without having to monitor the whims of Google. The truth is merely studying SEO is not enough to become SEO consultants. Becoming expert at SEO marketing takes a great deal of experience and dedication as well which only comes from a SEO company that lives and breathes the internet everyday. In addition, an SEO agency has the advantage of being able to employ a team of experts in the many fields that make up SEO optimisation who each concentrate on the field they do best. If not having either the time or the expertise to SEO optimise a website are not compelling enough reasons to hire a SEO firm, then maybe the fact that the business's competition is on the front page is. Odds are they did not get there just by waiting for the search engine to find them but actively pursued that rank with the SEO services of a SEO firm like Illison Media.

Illison Media is a UK SEO firm of dedicated, creative, and dynamic SEO consultants in Birmingham. They are not only expert at SEO Birmingham but also SEO London, UK and USA as well. They live, breathe and eat the Internet, so their clients do not have to. What does that mean? Clients come to Illison Media after they have wasted hundreds of hours and money on getting their website noticed in the crowded online marketplace. Nothing is sadder than spending all the time and money it takes to launch a website only to learn that no one is looking at it! Those who know the name of the website or company maybe able to find it, but not the website's potential customers—the ones trying to make a decision as to where they are going to buy. That's where Illison Media comes in, leading the way in creative and even fun ways to help businesses gain traction online through a unique development system for organic growth of a company's online presence. In short, Illison Media takes care of the work, so their clients can get back to work! Illison Media not only offers onsite optimisation but also off page optimisation. What is that? You can read more about that here. What's more they offer their valuable experience in keyword research, possibly making the most important decision for you. Think one keyword is as good as another, think again. Proper keyword selection can literally make or break a website's success. As anyone who participates in Social Media knows, being "social" can literally take over your life. Who has time for that? The same goes for the rest of the building blocks of Search Engine Optimisation: directory submissions, social bookmarking and article writing. If you wanted to be a writer, you would have become an author, right? That is why SEO is a service best left to those like Illison Media, who specialise in SEO. After all, you would not hesitate to call a plumber to fix your plumbing, would you? The fact is, it is no longer a matter of, "if you build it, they will come!" It is, instead, "if professionally optimised, websites will rank high enough in the search engine results to be seen by potential customers, otherwise they will not!"

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[James Brown](#) - About Author:

Illision Media is a dedicated group of creative, dynamic SEO Consultants based in the UK and USA. The company is well lead by experts who live, breathe and eat Internet, They not just offer SEO services but quality SEO services. The company approach is not restricted to the search engine optimisation, but also gives incredible importance to the website optimisation as well. The company feels proud of being an SEO agency, which has proven records of their past successful SEO campaigns.

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