

Getting your site on page one of the search results is an extremely important goal for most online businesses today. If your company is not easily found in the Google search results, you hardly exist at all in today's marketplace. Most people really don't have the time to search the results of their search for hours, which means very few people are going to find you on page 25 of the search results. If you're on page 25 you hardly exist at all. You're invisible and nobody can see you. Invisible companies don't do very well in this economy.

Everybody wants to be #1, we can help make it real. If you're serious about the long term success of your company, in-house SEO services can provide a great return on investment (ROI). We work both ON your site (on-site) and on many other sites that point to your site (off-site). We offer valuable consultation as well as extensive services to increase your authority and trust on the web.

We are most interested in improving the fabric of the web, adding value to the web experience for the world. We don't "spam" sites, we like to contribute valuable content and links that go where they say they're going. We develop relationships when we can and make an extra effort to show exquisite courtesy at all times. We like to add value to sites, not pollute them with garbage. Some sites welcome all links, but others are very touchy (understandably) and we don't want to annoy web masters in any way. People are increasingly very passionate about the web, and about their web properties, and we really do try to be very compassionate and aware of these emotions and try our best not to upset or offend anyone. The web should be a beautiful place, not an ugly place, and we definitely keep this in mind at all times.

We are honored to be a part of this exciting evolution of the web, and we intend to devote ourselves to best practices and "white hat" techniques. Google created us, we are Google's children in a way. Google puts food on our table in a way since our livelihood is based on our success with Google. We love Google.

We also love the other search engines, although they are not our primary focus at this time. Basically there are now only 2 top dogs. Google and Bing/Yahoo. With the recent merger of Bing (Microsoft) and Yahoo, you can be sure this will be a significant player for many years to come, but at this time Google definitely is the big kahuna.

People are either improving the web environment, or they are polluting it. We are extremely dedicated to improving it. Although nobody is perfect, and mistakes will sometimes occur, our goal is to improve the web environment with useful, interesting, entertaining and relevant posts that help people find what they are looking for and learn something along the way. If we post an article about health food on a sports site, it might help an athlete improve his health, even though it's not about sports. If we post an article on sports at a health site, it might help a granola muncher discover an interest in sports and exercise, thereby improving their health. Above all, our links never mislead or send anyone to Siberia when they want to go to London.

If you're not there on page one in the Google search results, you hardly exist in today's marketplace. Less than half of all searchers go past page one. Some studies say 60-70

percent of the traffic never goes past page one. That means, even if you're at the TOP of page 2, most searchers will not find you or see you because they don't go there. Getting your site listed on page one for some meaningful searches can jumpstart your business if your web site can close the deal. Usually some changes in your navigation, content and layout can improve your success rate so you can capitalize on all that new traffic you'll be getting.

A qualified SEO (Search Engine Optimization) can make your site start to appear higher in search results through efforts both on your site and on other sites that link to your site. If you want to start showing up higher in the search engines, you're going to want a great SEO on your side moving you up the search results pages (serps). It won't magically happen by itself and your facebook popularity isn't going to do it. You need advanced SEO on your team moving you up the charts. An experienced SEO will also have a lot of suggestions for your site itself, which is extremely important. Some web sites are built using technology that is not search engine friendly, and your SEO will advise you in some cases to make some critical changes.

Morgan Omega offers affordable SEO services and consultation. It all starts with an awareness of what SEO is all about. If you don't know what SEO is, or you'd like to learn more, be sure and explore our [SEO Explained](#) section. Our SEO Consultation services begin with a free session to evaluate your business and its prospects on the web, so its best for you to know the basics going into this meeting.

=====
=====

With the advent of the world's most powerful librarian in recorded history, its in your best interest to please that librarian known as Google. The more of an authority you are, the more respect you will get. To become a real authority, your web site must achieve a list of important attributes as well as the right links from the right places, executed correctly with best "white hat" SEO practices at every step.

Its true there are other search engines, but none of them has come close to Google's popularity in recent years, and maybe for years to come. Be sure and read up on "the OTHER search engines" in the months ahead, because there are certainly many millions of dollars being spent by Microsoft and Yahoo to change all this if they can, including recent deals with T-Mobile and Verizon for mobile search solutions. Google has a serious head start, but

since BING/YAHOO/MSN have all merged with the Microsoft/Yahoo merger you never know, that's becoming a serious competitor for Google. It remains to be seen if they are able to achieve the great strides needed to catch up. Search Engine Optimization certainly includes all these search engines in its study and scope, but Google remains the primary focus, as it is undeniably the elephant in the room.

Your competitors that have page one positions for a favorite search phrase almost certainly have someone doing SEO for them, that's why they are on page one, or even better in the top 3 of page one, or what we call "the golden triangle" because statistically those top 3 slots get clicked the most. Again, if you are not showing up on page one, over half the searchers will never see you because they don't go past page one. You need your company showing up on page one if at all possible, and yes, with smart advanced SEO it is usually possible.

Contact us, we'll tell you how easy it might be. Depending on your company name and your site, we can often get people showing up on page one in the first few months for some keywords. Other keywords might take years of diligent determined work, talk to us about your company's goals and dreams. We can't say for sure when you'll hit page one, nobody can, but in most cases we WILL get you there. If anyone tells you they can get you on page one by a certain date, you should be very wary of them. Nobody can make such claims legitimately. We offer tried and true, authentic organic tactics and strategies that only an advanced SEO can really deliver with authority and lasting power.

SEO Consultant

- We will help you choose your search markets very carefully. We will provide a market study with figures to help you decide. In many cases we can find very promising keywords, or "gold mines", but it depends on your company and your goals as a company. If you are selling weight loss formulas, many of those keywords have already been 'mined' and you can bet it will be a very hard road ahead for such a high frequency keyword.

- Our decisions will be based on time tested research methods and analysis as well as feasibility, budget and time factors.

By looking at the numbers and discussing our goals, we can usually develop a strategy and tactics to fit the bill.

We may require a few things from you the client such as an official email for certain types of sites, and media such as articles, photos and videos. If you can't provide us with any media, there may be additional charges for things such as media optimization, video production and extensive copy writing beyond the scope of a normal campaign.

- After we have done the study, we will determine whether we can meet your goals with your budget, or modifications are needed to get started. Its best to have some idea about what you can expect, your expectations should be in line with reality from the start. I will do my best to communicate what is possible and probable, and how much it will cost. We charge monthly for organic seo and a separate charge for PPC (per per click) also known as Google Adwords.

SEO Services

- Most companies can greatly benefit from the services of a qualified SEO. Nothing can compare to having your own "in-house" seo. You can spend thousands every month on a big seo company, but you are not likely to get the personal attention that you will get from your own "in-house" seo. I even go on-location to work for clients at their place in some cases. My campaigns are crusades to me, and the quality and value of your brand is #1. I am very quick to respond to inquires from my clients, and if anything I over-communicate. Be wary of seo's who don't have time to email you back.
- We welcomes inquiries from serious clients with an eye towards both short term and long term goals. All too often companies forget about the importance of the search engines and the traffic that can be sent their way. In a time where the internet can make or break a company, how can you afford NOT to hire a smart, ambitious and determined SEO with a strong passion for the work.

- We also provide web development services to clients at market rates in rare cases, however, our focus is 99% on the SEO these days, and we rarely take on web development work anymore. It is worth noting that in the early days, it was a huge part of what we did and today this awareness gives us yet another edge over the average SEO without this extensive web development experience under their belt.