
Ultimate Pet Websites Offers Search Engine Optimization Strategies to Avoid

Google has recently made some major changes in the way websites are ranked. Choosing the wrong firm to optimize your website for search engines can lead to disaster. Ultimate Pet Websites offers some tips to avoid at all costs.

St. Louis, MO (prHWY.com) July 15, 2012 - So you have a terrific dog grooming business. You build a website and it is reaching some potential clients, mainly because you put your website address on business cards or flyers, or add it to your email newsletters and other marketing efforts.

But to really get the most out of your website, you need people on the web to find it by searching for your keywords using Google and other search engines. Now you begin to think of ways to get more traffic to your website and delve into the world of SEO (Search Engine Optimization).

There are SEO techniques you should avoid, and you do never want to work with an SEO firm that uses any of these methods:

- * Keyword Stuffing
- * Placing duplicate content on multiple pages of your site
- * Using unrelated links
- * URL cloaking, misleading redirects
- * Using misspelled words deliberately
- * Any technique that tries to fool search engines

These unsavory methods are called "black hat" and only work for the short term, until the search engines catch on and delist the websites.

When the search engines determine that you are trying to trick them into ranking your page higher, they will penalize you, and this is generally done by dropping your site, making it impossible for anyone to find you.

It may take more time, but you will have longer lasting results using ethical SEO methods.

A good provider knows that SEO is not a one time task, it is an ongoing process. You must adjust your website often so that it climbs steadily higher and stays there. Organic SEO is the most effective strategy, even though the results are not as immediate.

Failing to utilize good SEO practices will doom your website, and customers who may have done business with you will never know your website even exists.

The question is not whether you need to use SEO as a marketing strategy but how will you use it, and who will you choose to implement it?

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Ultimate Pet Websites provides SEO and Social Networking services for pet-related businesses and organizations. Visit www.UltimatePetWebsites.com for details.

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