

GOOGLE FAIL

This **FREE REPORT** will tell you why you are not getting your fair share of business from the Internet and what you can do about it. **WARNING** most web designers don't know this stuff and if they do, will try to charge you extra for it!

Want to know a secret? Getting your web site on the first page of Google is not that hard. There's about 200 factors that Google uses to rank a web site. But only a handful of them make a big difference. To find out what, keep on reading.

Want to know another secret? Most web designers don't know what they're doing when it comes to getting web sites found on Google. Sure, they can build you a fabulous looking web site with all the bells and whistles, that sits on page 20 of the search engine results. The good news is if you know a few basics, you can do most of your own search engine optimisation. It isn't very hard, but it is crucial to your online success, and here's why;

- 75% of people didn't use yellow pages last year
- Cheaper and more powerful mobile phones and computers mean that your customers use the internet for research and entertainment more and more each year
- 80% of Australians use Google to research products and services prior to purchase



"Google it" they often say

The shocking truth is if you are not on the first page of the Google results, you are nowhere. Most people don't bother looking past the first page. In fact most don't bother looking past the first five search results. Do you?

Truth be told, a crappy looking do-it-yourself web site that cost \$199 and ranks on the first page of Google for a popular search term will always out-sell a "work of art" that cost \$25,000 and sits on page three or four in the search engine results.

It may not be fair, but it is true. Most web sites are just billboards in the desert.

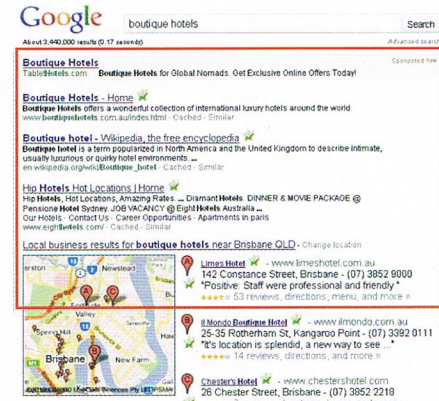
So do you want to know the secrets of SEO? Can you handle the truth? Will you

actually do something with this valuable information?

"This report is gold! I did what it suggested and after 6 weeks I'm getting much more web traffic."

Greg Mullane, Director Gate Lounge Pty Ltd. www.lamplan.com.au

Good, because we've put together a free report that details the basic stuff you can do to your web site to help it rank well in the search engines. These methods are not particularly difficult. Just simple changes that take a few seconds can sometimes catapult a web site from nowhere to page one in a matter of weeks



Who looks past the first 5 results?

We've only printed 100 of these free reports, so if you want one, take action by following the instructions below.



Notice how thin the local Yellow Pages directory is getting?

So what does it mean? To be frank, it means that unless you can get found in Google and the other search engines, you might as well shut your web site and save yourself a few bucks in hosting.

You see, these Gen-X and Gen-Y folk don't use Yellow Pages, they don't read newspapers or watch much live TV. Most of their business, socialising, and shopping research is done on the internet.

YES, POST ME MY FREE REPORT!

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