

Desperately seeking web sites: the power of SEO

Optimizing your website to take advantage of the power of search engines to put you in front of customers gives you a huge competitive advantage.

Even now, only 25 percent of Fortune 100 businesses have completely optimized their sites in this way. If you act now, you'll have an edge over competitors who haven't optimized their sites.

Build a better mousetrap and the world will beat a path to your door.

Wrong - unless of course your business has a website. Search engines like Google and Yahoo troll the W constantly, categorizing and ranking sites so users can find what they're looking for.

The best exposure money can't buy

Why should you care? Here are a few reasons:

Read the full article [here](#)