



Google, for example, indexes millions more web pages than it once did and as a result delivers more natural search results per keyword, making it more competitive than ever to gain that critical page-one listing. And more online marketers are attempting to optimize for natural search.

With the cost savings of advertising via natural search and the potential instant lift of paid search each having its appeal, smart marketers are actively integrating them and leveraging each for what it can uniquely bring to the table.

For instance, 80.9% are rewriting keyword descriptions on the home and product pages to achieve better rankings, followed by 67.9% including the actual phrases commonly used by searchers on product pages, 58.1% including common product keywords in the image file names and in image display captions and 61.8% improving overall site navigation. "70% of all traffic is generated by natural search and 30% by pay-per-click so businesses should be doing multiple things to get better natural results, "They can't just throw a couple of header tags around certain keywords any more and expect to get significant traffic."

Enhancing natural search is becoming a higher priority for some business web sites.. Businesses also are adjusting their strategies to enhance their natural rankings on Google, Yahoo and other engines.

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Best Regards

Andy Alagappan
COO & VP marketing & business development USA , The Graphics Co
(Epromotionz LLC) Off : 281-556-8319 , 281-570-5804 - cell

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