

## Google, Yahoo, MSN inclusions

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It's often difficult to get decent inclusions into Google, Yahoo, and MSN. You might have tried outfitting your site and nothing happened. You might have even hired a company and paid them a lot but still waiting. Normally you need to do something right to get them in the top 10 pages whenever you design a new web site. (And we are not talking about PPC junk)

Sometimes, I'd like to say that we've been lucky so far with the techniques that has been used. Most of the web sites that was outfitted with SEO has been coming up in the top 1-10 pages and sometimes show up as #1 under a search phrase. It's been pretty successful and this success are passed to our customers. By having a searchable site, our customers are saving lots while gaining them a wider global exposure to larger business clients. It's working and have been proven.

Here is an analogy, having a web site is like going fishing. What's the chances of a fish finding your line or how long will you need to wait, if you use only one line and little piece of bait (hopefully it's the right type of bait) compared to someone who uses 100 lines and a much larger piece of bait.