



# Seo 2016: Search Engine Optimization Rank at the Top of Google

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Your website is like the front door to your business. Many of your potential clients are going to come through via the Internet, and if your website is lacking, or isn't highly ranked on most search engines, you are going to lose out on many clients. *SEO 2016* is the only guide you need to learn about SEO during 2016 so you can get your website ranked and bring in the traffic.

Websites are ranked based on their quality and how much they can help the potential customer. Search engines are in constant competition to ensure searchers use them and not a competitor. This competition leads them to make new formulas and pick new factors that will decide whether your page will rank high or not. While the search engine isn't going to give you a list of requirements (or everyone would cheat), there are some easy steps you can take to help rank your website as number one!

So why is ranking so important? If you have a website, shouldn't that be enough? No! In fact, if you aren't ranked at least on the first page of results, most customers will never find you. That can mean thousands of dollars leaving your business and heading over to the competitor who knows how to use SEO better than you.

Even if you have done SEO on your website before, it is important to re-evaluate your website again. Google, Bing, and other search engines are constantly making changes. If you don't keep up, your website is going to go way down in the rankings. Take the Google Panda update just a few years ago. Some well-established websites that had great rankings for years fell into oblivion in just a few minutes once this software was updated because of a few simple mistakes. Oblivion means less sales; not good for a growing business.

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