

Why you should Have a Website?

Do you want more search engine traffic? Are you having trouble getting it? You're not alone. You could have the most highly optimized web site possible and still fail to achieve a top ten, or for that matter, even a top 20 ranking in an engine like [Google](#).

Why? It's quite simple: [content](#) rules over keywords. Think for a minute about the sheer number of web pages out there today. Here is the number of pages Google claims to index currently: 4,285,199,655. For the math challenged, that's Four billion-two-hundred-eighty-five-million-one-hundred-ninety-nine-thousand-seven-hundred-and-seventy-four!

Now, while it's still generally a good idea to at least optimize your keywords to stand out from that crowd, it's not sufficient. Let's say that 52% of all those pages were designed by a professional search engine consultant. Each one is set up perfectly to feed the engine what it wants. Who gets to the top then? Newsflash: It WILL NOT be the site that only has a couple of pages of information.

The top ranking sites in that scenario are the ones with hundreds of [pages of content](#). In other words, if this was your site, you would have a theme and build on that theme with articles and other tidbits. I know of one marketer who doesn't optimize his pages at all, but he has vast amounts of information on his website and the search engines LOVE it. He gets all the traffic he needs. It seems counter-intuitive at first until you remember that search engines care much more about quality and content than they do about keywords and meta tags. The plain fact of the matter is: the more pages you have on your site, the more important your site "looks" to the search engine. Money. [For any business](#), the ultimate goal for having a website is to make money. Your site is not a status symbol, it's a tool, designed to make more money for your business. However, money's not enough. Ask yourself: Beyond the ultimate goal of earning more money, is your website designed to gather leads, service customers, enhance your image, produce direct sales, or something else?

It's important to choose. Because, without a primary objective, you have no way of deciding what should go in your website or how it should be structured, let alone evaluate whether it's working or not. The next big question is: Do I have the time and the inclination to design and manage the website myself? If yes, there are plenty of inexpensive, user-friendly web creation software packages available, for all platforms. You might also consider having it professionally designed, but managing it yourself. [New partner](#).

If you are going to get professional help, take the time to clearly understand what you want a website developer to deliver, and what you must provide for a successful site. Approach designers with your goals and objectives, and a budget in hand. Don't expect, or allow, a designer to tell you what to spend. It's not their money, and not their future. It's yours, take command.

by: [abiebdragx.me](#)