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Sensible strategies for getting your ebook website on page 1 of Google

These days just having a website isn't enough. You have to address your site's visibility too, otherwise it's highly unlikely customers will ever find you. Very few people bother going to page 2 of Google to find what they need, never mind anything lower than that. High visibility is essential for commercial success. But what's the best way to get your ebook website on page 1 of Google?

If you want instant visibility - which is proven to deliver instant customers - you can't go far wrong with Google's flagship Search Engine Marketing tool AdWords, also known as Pay Per Click. It's the fastest guaranteed way to get your ebook website on page 1 of Google within a few hours or less. And keep it there.

It's so efficient and effective that you might decide to pay for AdWords visibility forever rather than making the effort to get to grips with natural search engine optimisation. Alternatively, you might prefer to use AdWords to keep you on page one while you get your SEO house in order. Bear in mind it takes a while - sometimes months - to move your site up Google's search engine ranking pages naturally. And achieving a decent position in the long term is an ongoing job - SEO is a journey rather than a destination.

For most people it's a matter of using your resources wisely. You either have the time and energy to pursue natural SEO, or you don't. How do you know? Do the numbers. How much would it cost you in time (therefore cash) to spend an hour a day, five days a week, learning about website visibility and applying what you've learned? If it's more than it'd cost you for an ongoing AdWords campaign, there might be no contest.

If you've calculated that AdWords is the answer, you can always learn how to do it yourself. Or you can get an expert on the job and spend your time running your business instead. I'm more than happy to recommend the services of www.Page1GoogleExpert.com for trustworthy, low cost, highly effective AdWords and related services. It's perfect for small business owners and just the thing if you want to sell your ebook.

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