

Published based on [The Importance Of Edmonton SEO Services](#)

# **The Importance Of Edmonton SEO Services**

If you have a small or mid-sized business that needs to capture more leads and bring in more clients, consider putting your marketing dollars to work by investing in Edmonton SEO (search engine optimization) and internet marketing services.

Whether you already have a website, or need to begin by having a website developed, a website won't do your business much good if your clients and prospective clients are unable to quickly find it on the internet!

### **Your website needs traffic!**

*The need for Edmonton SEO and internet marketing services has never been stronger. As commerce continues to expand onto the internet, local companies must consider new ways to get an edge on their competition.*

In today's modern marketplace, one of the most prudent strategies a business can employ is to engage the professional services of an Edmonton SEO and internet marketing firm.

Make no mistake: statistics show that the old saying, "print is dead" is not so far off the mark – at least not as far as sale and marketing are concerned.

According to TMP Directional Marketing (<http://www.tmpdm.com/>), there was a 5% drop (from 33% to 28%) in consumers searching for products and services by using print sources (for example, yellow pages and white pages) from the year 2007 to 2009. Meanwhile, year over year, **trends show a consistent increase in consumers turning to major search engines such as Google, Yahoo, Msn and Bing in order to find information**, as compared to the traditional magazine, newspaper, phone books and radio ads.

**Simply put:** every year, more and more consumers turn to the internet in order to find the products and services that they are looking for.

*If your small or mid-sized business is going to compete in the localized and wider internet marketplace, it must have a strong and stable web presence.*

The fact is that modern consumers *expect* to be able to simply type the name of the business they are looking for into Google and have that business' website instantly pop up.

That means that existing and potential clients *expect* that they will be able to find your website promptly and easily.

They *expect* to be able to find the information they seek on your website, and in order to do that, the search engines must be able to "pick up" your site quickly and easily.

[Edmonton SEO](#) firms specialize in helping you "edge out" your competition on the internet.

*Take this scenario for example:*

A couple from Boston plans to attend a wedding in Edmonton. Having never visited Edmonton before, they need to find a hotel room that will be located conveniently close to the wedding venue. Having no prior knowledge of the Edmonton area, they shop for a hotel by doing a Google search. Perhaps they type the keywords, "Edmonton hotels" or "hotels in Edmonton, Alberta" into Google.....*their search will return the websites of Edmonton hotels that have been "optimized" for those keywords, or phrases. Voila: those hotels that turn up in the Google search have a great chance of being considered and booked by the couple.*

If your small or mid-sized business needs exposure, new leads and new clients, consider contacting an [Edmonton SEO firm](#) such as [VNet Consulting](#) to help get your website prominently placed on the internet!

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