

SEO – “Why am I not on the first page?”

by PlasticSurgeryStudios.com

There are only ten spots available on the first page, and your site just isn't making the cut. Why? To put it bluntly, your site is simply not good enough. That may seem harsh, but the fact of the matter is this: Someone is simply doing it better than you. Either the search engines truly feel that the other doctor's site is superior to yours, or they are paying someone to game the search engines and haven't been caught. Does that mean your site is bad or that you should go hire a search engine optimization (SEO) company who uses spammy tactics? No, but it does mean that your site is going to need a lot of time and work if it's going to have a chance of making it to page one.

There are literally hundreds of factors that go into search engine rankings, and to sum them all up here would be next to impossible. But if you are familiar with SEO you know it is going to come down to a few key factors: domain age, quality backlinks, and relevant, original content. So, with that being said, if a competitor has been around longer, with stronger backlinks and stronger content than you, you will most likely be fighting a long, uphill battle.

So what is the solution?

Don't make “[Insert Your City], USA plastic surgeon” your number one priority. Sure, it would be a nice ego boost to see yourself on page one for that term; however, as you focus all of your efforts on attaining those results, you're missing out on a lot of great opportunities for business.

There are plenty of less competitive keywords that you have the potential to rank highly for that can drive traffic to your site and ultimately drive conversions. “[Insert Your City], USA plastic surgeon” is a great long term goal, but as you strive for that you should be focusing on the rankings that can be more easily and quickly achieved. This will not only help sustain your business, it will grow your business. Then, with time and proper SEO you may see that page-one result you desire.



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