



## Consultant Questions the Strategic Ability of Search Engine Optimization Companies

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([PRWEB](#)) May 8, 2007 -- Internet marketing consultant David Bain has questioned the strategic ability of search engine optimization companies in a [recently published report](#).

The report highlights the way search engine optimization companies commonly have great technical ability, but often lack the experience to advise their clients at a strategic level. Bain maintains that strategic ability is pivotal to determining whether or not an Internet marketing campaign is likely to be a success.

He says: "It's all well and good being able to lift a website to the top of search engine results, but what really matters is the combination of attracting relevant visitors and ensuring an optimum visitor-to-purchase conversion rate.

"I'm often dismayed by the lack of analysis carried out on website visitors. There are still far too many businesses out there who don't have a clue about the metrics they can obtain from free reporting tools like Google Analytics. The problem is really two-fold: most businesses aren't detail orientated when it comes to improving their web presence, while most search engine optimization companies aren't strong enough to be able to offer business strategy consulting to their clients."

Bain highlights the glaring gap between existing business strategy and the potential for improvement that could occur with increased knowledge of Internet marketing. So what does Bain consider the future will hold for conventional, offline businesses and their Internet marketing campaigns?

"Business owners and marketing managers will have no choice in the future. They will have to ensure that they are aware of the best Internet marketing strategies for their business. That doesn't necessarily mean that all businesses will have to conduct their own campaigns - outsourcing is becoming easier for small business owners - but a little Internet marketing knowledge will be essential for every marketing manager and small business owner in the coming few years," he said.

David Bain is author and presenter of 'The 13 Pillars of Internet Marketing'. A video of this seminar, which provides advice for marketing managers and entrepreneurs, will be released on June 5th 2007. Visit <http://www.13pillars.com> for more information.

Bain's full report can be downloaded at <http://freeiq.com/seoreport>.

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The 13 Pillars of Internet Marketing

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