(#177) Dear Management:

October 30, 2019

Why did the SEO expert cross the road?  
  
To get hit with traffic...  
  
LOL, I crack myself up.  
  
But seriously, do you know what SEO even stands for? And if you do, are you paying for an expert to help you?  Do you know if their efforts are paying off?  
  
First, a definition... SEO stands for Search Engine Optimization. It's the implementation of techniques to improve your online presence and ranking on various search engines. The goal being to generate more traffic to your website(s).  
  
So second... are you getting more traffic?  How are you monitoring and evaluating the traffic?  But MORE importantly, what are you doing with it once it does arrive?  
  
Just paying for the service and getting more traffic ISN'T enough...  
  
Because, all of that is mute (AND COSTLY) if it isn't translating into more revenue.  
  
Now you know...  
  
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