

SEO (Search Engine Optimization) is vital to the average business. Consider these facts:

- Phonebooks have lost 85% of their business to search engines like Google, Yahoo and Bing.
- Manufacturers shipped over 40 million smartphones in 2009. Manufacturers will ship 65.1 million smartphones this year, a 38% increase over 2009. These are mobile customers looking at local businesses using their phones.
- Your most successful competitors have a website that has been optimized.

The internet is the new phonebook, and search engines are the gateway to the internet. If you don't have a website that show up when your customers are looking for your type of business, you may as well be completely invisible. In the small town of La Jolla in Southern California, every month 5,600 people search Google using the words "yoga la jolla". If you are a yoga studio in La Jolla, do you want to miss out on **5,600 potential customers every month**?!