

## **A NEW MONSTER IS BORN**

The Dot Com Boom crashed & its nonsense with it. Back then there was strong demand for web design services coupled with consumer ignorance about how websites were built. A new industry was born of thousands of people, armed with a few HTML courses & fueled by prospects of getting rich quick. They charged thousands of dollars for substandard web full of poorly optimized graphics & broken links.

The idea that websites meet specific business goals such as make money was in its infancy & overruled by the public cries of "I need a website"

History is repeating itself & this time it's SEO. The "I need a website" has been replaced with "I need to be #1 on Google". It's this demand that's fueling the explosion in SEO services. People of questionable motives are flooding the field, making outlandish & false claims, & bullying clients into expensive SEO monthly maintenance programs of little value. They count on the public's ignorance about SEO.

We've optimized websites since 2002 & had more than our share of gun shy clients burned and bruised by these fly-by-night companies.