

TOP OF THE LIST !

Fed up with spam ? Every day, presumably because they get my e-mail address from our website, which sells numismatic books (books on coins) we get a load of spam e-mails from all over the world, though mostly come from India. This is typical, and most follow the same pattern, trying to impress us with bright colours, unnecessary uppercase letters, bad grammar and even worse logic.

I am **xxxxxxx**, Digital Marketing Consultant.

Advertising in the online world is one of the most inexpensive and highly effective methods of promoting a business.

I was surfing through your website and analyzed that despite having a great design; it was not ranking on any of the search engines (**Google Yahoo and Bing**) for most of the keywords relating to your business.

I am affiliated with an SEO company that has helped over 2000 K businesses organizations rank on the **1st Page of GOOGLE** for even the most competitive Industries.

We assure you that our SEO prices will give you good amount of margin in your pocket. Also, Your Company and your customer information will be confidential.

**Let me know if you are interested and I will send you our company details or create a proposal so you can see exactly where you rank compared to your competitors.**

**I look forward to your mail.**

Faced with such a daily barrage of XXXX what should we do ? First I tried putting into Google what seemed to me to be the various necessary key words that relate to people trying to find our website. I googled "numismatic books" and lo and behold, there we were: we were, at number three, beneath an ad sponsored by Google themselves, and another ad below that for Amazon that said "Numismatic Books - Shop Home & Garden Books and Save". So, quite pleased with that, I decided to go a little down market and tried "coin books". The result was much the same, except that we were around number seven, though still on the first page, and this time there were more adverts; we followed ebay, Amazon and the Royal Mint, though by this time, Google seemed to think that I wanted coin albums !

Luckily, our son, who is also our website designer, who is also responsible for getting us onto the Google first page, and keeping us there, assured me that the only way of getting onto the first page and staying there is to have a good website packed full of lots of interesting coin books, with numismatic interest.

P Withers.