

Since 3 times your # 2 whos (animal owners) look for their problem solvers on Google, We will concentrate the majority of our attention on Google. As a real bonus to you, some of the things you will be doing may also increase your rankings on the other search engines.

Search results are much like a river. They are constantly flowing, moving, changing. That's both the good news and the bad news. It's real good news if you are not ranking very high because you can get there and be solidly anchored there. It's really bad news if you are ranking high but are not solidly anchored.

I took this short video on a ferry boat from Galveston Island (Texas, USA) to Port Boliver. It's port of the state transportation system. A hurricane was churning a few hundred miles away in The Golf of Mexico. The wind was gusting very, very high.

Usually in the daytime, seagulls fly around the ferry as it enters and leaves the docks. Once the ferry is so far out, the guys hitchhike and land on the ferry. In this video, a different sort of bird hitchhiked. He actually landed just a few feet from me on the rail. He was fighting against the heavy waves, forward thrust of the ferry, and very high, gusty winds. Try as he might, he could not hold his balance.

Count how many times he lost his balance. Exhausted, he flew to the aft deck in a protected corner, seasick. Had he just did what the gulls did, he would have faired much, much better.

The reason, I want you to watch this little video is so you will gain an understanding that you will fair much better if you just play by Google's rules and guidelines. You can rank high (which I consider the first page of a Google search) and be solidly anchored so you are secure in your rankings.

After this video, you will learn some shocking statistics and then we employ the serving man called "what."