

## 5. Assess your online marketplace

Although you now have a good indication of what search terms your prospective customers are using, you need to consider what the most effective search terms are for you to optimise your website content.

Select what you think are the most likely search terms for your business and enter them in to Google.

Because you are now starting to understand how search engines index web pages, you will be able to make some sort of judgement on:

1. How competitive your online marketplace is – in terms of the number and quality of competitors websites
2. The volume of competing web pages in the Google Index

The screenshot shows a Google search for "glasgow cosmetic dentist". The search bar contains the text "glasgow cosmetic dentist" and the search button is labeled "Search". Below the search bar, there are radio buttons for "the web" and "pages from the UK". The search results are displayed on a blue background. The first result is a sponsored link for "Cosmetic Dentistry" from "www.visagelifestyleclinic.co.uk". The second result is another sponsored link for "Glasgow Implant Centre" from "www.berkeleyclinic.com". The third result is a regular search result for "Dentist in Glasgow, cosmetic dentists Glasgow" from "www.bathstreetdental.co.uk/". The fourth result is for "Cosmetic Dentist Serving Edinburgh, Glasgow, Fife, Fife, and Dundee, Scotland" from "www.scotlanddentist.com/html/doctor.html". The fifth result is for "Cosmetic Dentistry in Perth, Near Edinburgh and Glasgow ..." from "www.scotlanddentist.com/". The sixth result is for "Glasgow Dentist Dentistry Tooth Dental Care Gums Emergency ..." from "www.glasgowdentists.co.uk/". The seventh result is for "Dentist glasgow" from "www.hsa.co.uk". The eighth result is for "NuSmile© Painfree Veneers" from "www.TheHospitalGroup.org". The ninth result is for "Cosmetic Dentistry" from "www.yell.com". The tenth result is for "Glasgow Cosmetic Dentist" from "www.Ask.com". There are two orange boxes with arrows pointing to specific results. The first box is labeled "Relatively low number of competing pages" and points to the "Dentist glasgow" result. The second box is labeled "Reasonably well optimised website pages" and points to the "Cosmetic Dentist Serving Edinburgh, Glasgow, Fife, Fife, and Dundee, Scotland" result.

Ideally, you want the **SEO Holy Grail** of:

1. A high volume of prospective searchers
2. A low volume of competitor websites
3. Poorly search engine optimised competitor websites
4. A relatively low number of competing pages

**If all four conditions exist**, then you have a very good chance of getting a good ranking and getting increasing numbers of qualified website visitors.

**If none of the conditions exist**, then you may need to consider alternative methods of marketing your website.