

**Title: SEO: Write for Your Readers, Not for the Robots**

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Author: Steve

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Summary: As a web master, at some point you will undoubtedly begin to think about search engine optimization, or think you need to work on optimizing your site for the search engines. Before you read this article and stop to think about who's more important - your readers or the search engines.

The Web is HUGE! How will anyone find your site? If you build it, will the search engines find it? Over a billion Internet users worldwide and they have over 10 billion web pages. Will your site impact the web? Search engines have changed the way we find information and getting found is a vital part of your success as a web master.

A search for [SEO](#) on Google brings up 193,000,000 results - so there must be something wrong, right? Well, maybe.

A key thing to remember is your purpose for your web site. Review your purpose and then ask yourself this question - "Do the search robots attend worship services, or do they just look for keywords?" The question to ask yourself is "How will people I want to visit my site find me?"

Here is the benefit of knowing your visitors and applying SEO techniques to your web site - if SEO does nothing more than help you focus your writing, it will improve your writing experience and your performance in the search engines.

Writing for the web is a skill you can and must develop to bring people back to your site. This is an important concept. People may find your site through search engines, but the content on your site is what will determine if they come back.

Even [Google](#) suggests you write for your audience and not the search engines. Your content is what you thank you and your message will be found. How do you know if you are reaching your audience?