

# If The Candidates Were SEO Consultants...

How would Barack Obama or Mitt Romney handle your SEO?

**The Pitch: "What will you do for my website?"**



I will get your site onto page one of search results for appropriate keywords and improve the overall visibility of your website. Due to your current link profile and website condition, it will take time and it won't be cheap.



I will make your site #1 for all of your keywords in just a few weeks and it won't cost very much at all. You will make so much money right away that we will be able to do more later.

**The Details: "How will you do it?"**



I will create 12 million new backlinks but I can't tell you where until after I am hired. Since my services cost less, you will put that extra money back into your website, which will improve the web for everyone.



I will help you create better content that will not only improve your site, but the whole web, and attract lots of good quality links to your site that will ensure growth. I will make sure the content is seen by those who will link to it.

**The 3:00 am Phone Call: "Why am I not #1?"** (3 weeks later)



You ARE ranking better and getting more visits, but not as good as we would like. Your previous SEO built too many spammy links with the same keywords as the anchor text and the site has been penalized. It is going to take more time to undo all of that.



Google changed the rules but the links I built are good. I think my competitors are doing negative SEO because they saw how I was dominating the SERPs yesterday. Like I said before, it will take a few months. I will create 12 million new backlinks.

This is not meant to be an endorsement of either candidate, but an observation of the similarities between SEOs and political candidates in general. Neither should be blindly trusted, and both should be thoroughly fact-checked.