

## **Here is why we shouldn't trust Search Engine results !**

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*We all trust Google results and there is no doubt about the quality of search result. However this is a fact that the result shown by Google on its page 1 may not be "The Best" because the rank in search engine can be manipulated easily*

There would be hardly any computer user in the today's world that might not have used Google for searching the internet. Google has become synonymous to search over the internet. We all trust Google results and there is no doubt about the quality of search result. However here I am going to discuss the fact that the result shown by Google on its first page may not always be "The Best" because the rank in search engine can be manipulated easily.

### **Background:**

According to a well known online marketing expert, 84% people do not go beyond the first two pages of Google search result and from my personal experience, I believe that's true. Online stores and website owners know this fact very well. This is why such website owners give importance to search engine optimisation.

Search engine optimisation (SEO) is a technique by which Search engine ranking of a particular website can be increased in Google/ any other search engine. i.e. After doing SEO on a particular website/ blog , its position may go up from nowhere to first page or even first position in the search engine result, resulting in more traffic on that particular website for chosen keywords. So business owners are achieving higher position in the search result just by spending couple of hundred pounds or dollars.

Now a days almost every internet users understand that Google also displays paid results (in yellow colour, which is called sponsored links) along with its natural results (organic results). People do not take these paid results seriously because the company has paid money for their link to be displayed. So the businesses are moving for organic SEO. Companies providing seo services pay much more attention on number of incoming links from other site to their, as they are counted as a "vote" to the later site and play important role in getting your site higher in search result.

Such kind of links/votes are gathered by obtaining reciprocal links, paying for getting links from other quality sites. So in my opinion, this ranking is intentionally achieved and hence it can not be called organic. Some SEO companies also use automated tools for article submission and directory submission, which does all the hard work and large number of incoming links are achieved, resulting in first position in search engine result.

### **Why we should not trust the search result?**

Such kind of links/votes is gathered by various techniques, so in my opinion, this ranking is intentionally and deliberately achieved for monetary gain and hence it can not be called organic.

So, in nutshell, in my opinion, there might be other quality sites, providing quality services (like cheaper holiday deals, best hotel in London or vital information in dubai holidays ) however, since they have not spent money for SEO, such websites (and their services) are not visible

though they are very good as compared to the websites appearing on the first page of Google search result.

Summary:

To a general user of internet and search engines, my suggestion would be to try different keywords and make at least 5 different searches with different keywords to get better search result. Because most of the websites appearing in search results for any search engine's first page are hardly organic. Hence we can't trust.

About the author:

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