

Tame the Power of the Internet

Local business operators can harness powerful resources to gain a sizable advantage.

In order to work in your favor a source of power must be brought under control. This comparison shows how the most potent source of power in the universe is tamed and how a similar effort can be made to conquer the internet.

Hydrogen and helium are fighting it out inside the sun and massive collisions between the two produce photons.

These photons don't like the violence, they just want out of there so they plan an escape.

You wouldn't want to interfere up there since it's a little hot but it's only 92 million miles and the photons can get to earth in about 8 minutes.

As soon as they arrive you can start to **influence** them.

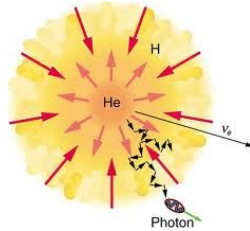
Over time we've learned that photons love photovoltaic panels perhaps because one of their cousins —**electron**— lives there.

Photons traveling to earth head straight for a PV array. Cousin

electron is so excited he jumps up and down actually experiencing freedom for the first time. This makes him very attractive to a mate known as an **electrode** and when these two get together there is positive energy called **electricity**.

Congratulations! You've harnessed the greatest power in the universe and transformed it into energy you can control. To do that you'll need a system of circuits and devices that deliver the energy to locations of your choice.

Taking control of a force and directing it to a destination...sounds a lot like the internet.



People require locally available goods and services to satisfy their wants and needs.

Often they are seeking a solution so they have decisions to make. They possess the power of choice.

Companies anticipate this and attempt to influence them with advertising.

Not wanting to give up power, people often use an electronic device to access the internet.



An operator or keyword determines other powerful parties to the transaction. You have the power to join this group.

People enter an environment where you are able to **influence** them because they are willing to share power.

Your maximum power potential in this environment is formidable but somewhat limited by the host. It's in your best interests to concentrate your energy here on moving the prospect to another location where you can exert greater power and influence.

Your website gives you the greatest power advantage but in a setup much like a series of substations there are hundreds of alternatives.

Avoid a loss of power and improve your position by optimizing all available circuits and resources.

Two distinctly different power positions with surprisingly similar characteristics

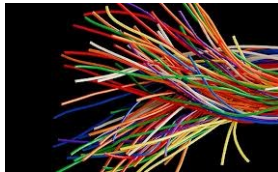
Your electricity won't do any work for you unless you control it. In a similar way you cannot expect an internet visitor to take a favorable action without guidance and direction. In both cases circuits, devices, and mechanisms are used. In the case of the electricity for conditioning and direction and in the case of the prospect for persuasion and guidance.

The theme in both instances is that there is power to be had. Power is always a changing dynamic so a business owner who wants to have online success must understand the touch points where an impact is possible. Needless to say there are many but without visibility and then traffic you'll never have a chance so...

A Word on Wires

The connections between Google and hundreds of platforms carrying your data and content is like strands of imaginary wire.

If the data is an accurate match your credibility is enhanced, the wire is connected, and your Google ranking gains power.



Some wires are bigger than others carrying multiple forms of content to numerous vertical search engines within Google and others.

Superior visibility is a product of accurate, reliable, and consistent content which is, in effect, wired up to a specific keyword or words. Just like in real world electricity, the wiring must be up to code.

Google is your main Breaker panel

The similarities between the flow of electricity and local internet traffic is striking.

Acting as a main feed Google is a gateway to

- It's own vertical search engines
- Other vertical search engines
- Aggregators
- Webpages

Storage platforms like YouTube are available similar to battery banks for your DC power.

Direct internet traffic is similar to DC power and it is often directed via semiconductors like email or links.

Website Performance

It's helpful to visualize your website in terms of an electrical system. Your visitors and especially Google are affected by site performance. Too many household appliances will blow a circuit at home. Your site may not crash but Google and your visitors know when you have issues. The visitors will just leave or not bother coming but Google will lower your grades and send a note to the principal's office.