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SEO for anyone who doesn't know is the acronym for Search Engine Optimization.

SEO stands for “search engine optimization.” It is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines. [_Search Engine Land](#)

Suppose you have a web site and you want it to appear predominately on search engines like Google.

You might pay someone to search engine optimize your sight so that it shows up very high in Google's search results. You might rearrange your site yourself, even altering content to have your site get a better showing.

It is your time and energy and your money so you can expend both in anyway you please.

At Fantasy Free Economics, I teach folks about the truth about things. I can do that because I practice what I call Fantasy Free thinking. Anyone can do the same thing but it takes practice and some getting used to. That is a discussion for a different day.

If you have tried SEO on your web site, for all of the good it is supposed to do, you may be confounded as to why it has made no difference at all.

Why is that so?

Google no longer serves as a genuine search engine. Sites are not listed highly because they are what people are looking for. Sites are listed highly to the degree the Google business model is enhanced by showing certain sites high in search results.

Only the traffic from certain types of sites is going to be helped by efforts at search engine optimization. Those are sites that don't compete with other sites that are more profitable for Google to show.

If you have a site for a local business, like a specialty store, hair salon or plumbing contractor Google will actually squelch the visibility of your site. Folks who would like to go directly to your site will instead have to find it by going first to a site that organizes and reviews local sites. It is more profitable for Google to do it that way so that is the way it is done.

If you have a private blog, especially one with controversial content, Google will as much as censor you.

This is not to say that small businesses will never have a chance of showing up on search engines. Eventually a smart person will figure this all out and start an actual search engine because they will notice that folks are not finding what they want on Google.

All of the giant tech companies profit greatly by engaging in human herding. Where huge aggregations of people emerge opportunities to exploit the basic human herding instinct abound. Never before in history has the time, activities and opinions of so many people been so efficient and easy to manage. Google must get as much good as is possible for itself out of this situation while it lasts. In time people will develop a tolerance or resistance to being over herded and managed. Count on the tech companies to keep exploiting the situation now and until long after the mentality of the public finally changes.

Do not blame Google for optimizing their profit. Google is not a social service agency. Making money is their purpose. Google is looking out for Google and ordinary people need to look out for themselves. That is just the way of the world.