



Persians are not Arabs, any more than Koreans are Japanese.

Feb 2011, Blog by founder of PersiansAreNotArabs.com

Why PersiansAreNotArabs.com? :

When I first Googled the term Persians, I noticed many non Persian websites showing on the Search Engine Result Pages that solely linked to topics on Persian cats. I was wondering why Persian sites didn't rank as well and why the sites didn't elaborate further on what "[Persian](#)" really means. I noticed that almost all websites on the first page were live since 1995, which gave them the competitive advantage of obtaining more back links resulting in better ranking. So I believed that we needed a site that would outrank them to share with the world the richness of our culture, our history and more and that is why I started the website. After going live in 2007, the site noticed a good amount of traffic and back links from bloggers and Persian sites within the first few weeks. I had an editor and web designer enhance the content and design. As of today, over 90% of the traffic is generated from search engines.

Why this name for the website? :

Confusing Persians with Arabs, as well as the controversy of the [Persian Gulf](#) being called the [Arabian Gulf](#) has been the subject of public attention for many years. I simply chose a domain name that stated a fact, got right to the point and answered a commonly asked question.

Does the website denote negativity towards Arabs? :

Absolutely not - The domain itself, as well as the context, simply denotes the distinction between [Persians and Arabs](#) and briefly elaborates on the Persian ethnicity.