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DALLAS INTERNET MARKETING

MARKETING YOUR BUSINESS ONLINE

DFW★SEO



What Businesses Need to Know

by DFW SEO

Internet marketing involves far more than search engine optimization (SEO). The two terms are often used interchangeably which is a disservice to business owners looking to expand their online marketing knowledge.

SEO is the process of refining content to meet Google's standards for ranking and visibility. Internet Marketing, in contrast, is any form of digital promotion, even when it does not involve Google or any other search engine. SEO is actually a subset of internet marketing, since it is a more specific form of promotion. The bottom line is this; your company needs both elements to succeed online in 2019 and beyond.

Besides SEO, there are many other tasks that fall under the umbrella of digital marketing. Think about PPC, social media advertising, and even social media marketing in general. The latter example might have some indirect SEO implications, but its greatest value lies in capturing leads via platforms like Facebook, Instagram, and Twitter, which won't involve Google.

HERE'S WHAT'S NEW:

DOMAIN AUTHORITY

REVIEWS INTEGRATION

VIDEO CONTENT



The New Content

by DFW SEO

When marketers say content is king, they're almost certainly referencing text. The problem with this concept is that it's obsolete. Content isn't king anymore, at least not in its traditional iteration. Don't misinterpret what that means however, content is still very important, but its evolution is something every website should implement.

Content can be King, as long as we redefine what content means. Yes, text is still a part of it, but videos and images are more important in today's market. Content can even expand to encompass HTML elements like submission forms, calls to actions, and clickable buttons. To have great content today, you must deploy a great web design team, in addition to a qualified writing team.

Google cannot yet interpret spoken word on a video, but technology is trending in that direction. What it can interpret is the data the video is optimized with. That's why video SEO is extremely important. Videos should be uploaded to YouTube and tagged with the proper title and description, which should most definitely include primary keywords along with semantic LSI supplementary terms.

"Content is great but it isn't king, not even prince" - Unknown

Your Dallas website should focus on modern content mediums which includes video, infographics, and clickable web elements. Because YouTube is associated with Google, it serves as a secondary search engine for interested consumers. When used in concert, web pages and YouTube videos combine for particularly valuable content.

Because of the rate at which technology advances, devoting all resources to a single medium is foolish. That's why DFW SEO preaches content diversity. Not only should content be created in different forms, but it should be distributed through a diverse range of channels like websites, blogs, and social media, to name a few.

The greatest challenge to updating content strategy is time management. Most small business owners don't have time to handle these tasks on their own, and oftentimes cannot delegate them to employees who are equally as busy with other projects. Hiring an in house digital marketing specialist is one option, but choosing a local marketing firm like DFW SEO is an even better one. We provide each of the services outlined in this PDF at an affordable price. Call 800 - 231 - 4871 for a free SEO consultation.