



bTHORITY Marketing Announces That The Article "Shift Your Focus to Search Engagement Optimization" Has Been Featured On MarketingDigest.com

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bTHORITY Marketing, a San Mateo, California-based marketing firm, has made the announcement that their latest article, "Shift Your Focus to Search Engagement Optimization" has become featured in MarketingDigest.com. This latest accomplishment in the field of marketing is celebrated by the firm as a means of providing authority to its clients and those potential new customers who are seeking for search engine optimization services.

As far as Search Engagement Optimization goes, bTHORITY Marketing has made it clear through its recent publication that the online movement is here to stay, and businesses, both small and large, need to take into consideration the impact that it can have on sales, revenue, and brand management potential. They have said the following regarding their marketing tools and how they shape the companies that utilize them:

"The online world is always changing and evolving. Having a world class marketing company managing your online visibility is a necessity in this day and age. We can offer you world class services at affordable rates. With our marketing intelligence and experience, coupled with your passion for what you do, we will work

together to successfully increase your Revenue, Profits, and ROI."

MarketingDigest.com is a recognized marketing website that focuses on the latest trends and successes in the marketing world. Those interested in viewing the site will find information on search engine optimization, paid traffic, mobile marketing, local marketing, and social media marketing, along with reputation and brand management articles and off the wall topics that are thrown into the mix to add character.

bTHORITY Marketing's article, "Shift Your Focus to Search Engagement Optimization" includes a multitude of interesting subject matter including a call for businesses to create more socially desirable content, as well as the importance of search engines. A quote from the article in terms of SEO and the role that it plays in business reads:

"We're not advocating that you forget about search engines, as earning their approval still factors heavily into your online success. It is important to remember, though, that people drive the rise and fall of websites, blogs, social media profiles, and other online content. In other words, it's important to remember that it is people who ultimately make or break you."

Current clients of bTHORITY marketing, along with those whom the article has been recommended to, can view it by searching the www.MarketingDigest.com website with the keywords in the title of the publication. Other important topics touched on throughout the article include using social media as a form of brand management, banning link spam, and competing for keywords for higher levels of search engine optimization. Despite the article title, it does still focus quite a bit on SEO and the advantages that it can offer businesses which understand and use it properly. Alternatively, bTHORITY Marketing has been clear on how the misunderstanding on SEO can hurt a company that doesn't learn to use it beneficially.

For questions or concerns regarding this press release or for more information on bTHORITY Marketing, please use the following contact information to get in touch:

CONTACT DETAILS:

Company Name: bTHORITY Marketing

Contact Name: Robert Ferry

Phone Number: 1-800-299-2329

E-mail Address: info@bthority.com

Mailing Address: 63 Bovet Rd # 202, San Mateo, CA 94402

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For more information about bTHORITY Marketing, contact the company here: bTHORITY Marketing Robert Ferry 1-800-299-2329 info@bthority.com 63 Bovet Rd # 202 San Mateo, CA 94402

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Website: <http://www.bthority.com>

Email: info@bthority.com

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