New Method Of Online Marketing Replaces SEO

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London, UK ? When it comes to branding and Search Engine Optimization on the internet, most experts agree that content is key. The newest blog post on the White Hat SEO site (www.whitehat-seo.co.uk) is an article discussing how to 'Expand Your Brand?s Online Visibility Through Brand Optimisation'. The article details repalcing old style SEO techniques with brand marketing to make one's brand more visible with a higher search engine ranking.

With Nielsen statistics strongly pointing out that customers would rather buy from a familiar brand over a new one, a company with a new brand is left to wonder how they can compete in the marketplace. According to the article, the way is through interactive content marketing. In this way, one is engaging the customers through the content they offer. For some brands, this can be big business. For example, GoPRO cameras encourages customers to upload footage of the cameras being used as well as sponsoring and streaming extreme sporting events live online. Another content oriented brand is Friskies cat food, which produces the top-rated 'Dear Kitten' video series. Yet another brand, the New York Times, is actually producing videos created from actual courtroom transcripts and IKEA even allowed actress Ileana Douglas use of its Burbank, California store as setting for a sitcom aired solely on their corporate website as a way to engage customers and keep them coming back.

The article emphasises that returning customers are the key to getting people talking about content and not only interacting with it themselves, but sharing it in a positive way with other potential customers. An infographic shows how brand evangelists who are customers are one way for brands to gain visibility online. Mom bloggers who recommend products, offering coupons and even conducting surveys and giveaways via social media sites such as Facebook offer a few White Hat ways to get a brand more visibility online.

For more information or to read the article, visit www.whitehat-seo.co.uk.

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Whitehat SEO Ltd

Our company Whitehat is a full service agency with a team of experienced experts with knowledge of every aspect on online marketing: SEO (both local, national and international), reputation marketing and management, social media, PPC and web design.

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