

All Systems Go Marketing Publishes New Blog Post on 2020 Digital Marketing Trends

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All Systems Go Marketing, an HVAC Digital Marketing and SEO services provider in La Mesa, California, has recently published a blog post that discusses the 2020 digital marketing trends. It is pointed out that voice search and digital assistants will be commonly used in 2020 as more people warm up to them. It is predicted that voice search will make up about 50 percent of all online searches. In addition, video will be the most popular form of content as videos have been steadily rising in popularity because of social media platforms like YouTube, Facebook, and Instagram. Furthermore, social media platforms are becoming even more important in digital marketing as these platforms continue adding features, such as playing games, shopping, and watching live events.

Craig Wright, owner of All Systems Go Marketing, says, "Digital marketing is one of the most, if not the most dynamic sector in the larger field of marketing. Because of its close ties with and reliance on technology, any advances of the latter also means a lot of changes affecting its landscape. Thus, there are always new techniques, trends, and tools being pioneered, which then make digital marketing more effective in catering to the constantly developing needs of the customers. In 2020, in response to these developments, some trends are predicted to take over digital marketing."

The technology for voice search and digital assistants have been available in the market for years but at the start, people were slow to appreciate their benefits. But in 2020, more and more people are expected to shift to voice searches as online shoppers expect automatic answers to their questions and won't want to waste time typing in their searches. SEO strategies will need to be adjusted with the increasing use of voice queries. Websites need to have those featured snippets and zero-click searches ensured to be compatible with digital assistants like Siri, Google Now, and Alexa. For instance, digital assistants only read back the first entry on the search engine results page.

Another digital marketing trend that has to be taken into consideration in 2020 is that video content has become the most popular form of content. It has become quite obvious that text content has become saturated and that video as a form of content is expected to grow further in 2020. Digital marketing efforts will

have to be adjusted therefore because almost half of web users already prefer to obtain video content from the companies that they follow.

And social media platform are getting more involved in digital marketing as they start to offer more features, such as online shopping and playing games. Companies are now able to integrate their online stores to their social media profile in Facebook, Instagram, and more.

Meanwhile, one of the specialties of All Systems Go Marketing is HVAC SEO services. The company has a team of HVAC SEO specialists who have the industry knowledge and experience to develop campaigns that can boost the client's online presence. Their SEO solutions are performance-driven, which means that once it has been put in motion, clients will begin to see the impact of solid SEO on their HVAC company. The result is not just higher ranking in the search engine results page but also an improved bottom line.

Their digital marketing strategies are tailor fitted to the specific business, with the deliverables being made transparent so that clients will know exactly the depth and extent of the services being provided. They make use of a wide range of SEO strategies to optimize the site's organic searches. And each of these techniques is leveraged by a team of experienced SEO professionals that take into consideration overall competition and current positions. Their comprehensive SEO process has been shown to drive over one million leads to client sites since they were founded in 2001.

Those who would like to know more about digital marketing trends and the SEO services offered by All Systems Go Marketing can check out their website, or contact them on the telephone, or through email.

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All Systems Go Marketing

HVAC marketing company offering a wide variety of marketing strategies, lead generation and SEO services. See the difference this HVAC SEO company can provide to your heating and air conditioning business.

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