Digital Marketing Company Helps Build Brand Awareness and Affinity for Local Businesses

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Red Kite SEO, a digital marketing company based in Sheffield, UK, has revealed that their goal is to help local businesses lay down the building blocks to brand awareness and affinity. In addition, they want to point out that they are committed to positioning their clients at the top of their specific industry and the location that they serve. They strongly believe that small businesses are capable of providing the customer with quality and value, and that is precisely the expertise of the said digital marketing firm.

They are actually a one-stop digital marketing agency designed to help businesses get their brand online. This is done through appropriate keyword research, local maps SEO, pay per click (PPC) advertising, digital PR, web design, and content marketing. Their overall strategy for each client consists of three steps: branding, digital services, and brand amplification.

In the branding step, they will ensure that the client?s brand presence is solid in all aspects, from the logo up to the marketing message. In the digital services step, they will come up with an appropriate digital marketing strategy that makes use of their monthly services. And finally, they will amplify the client?s brand by covering the basics, including the enhancement of the client?s online presence and promoting the business as a

trustworthy brand and go-to business in their particular industry.

Pete Hogg, SEO consultant and co-founder of the digital marketing company, says, ?We help local businesses create a brand and establish their online presence to meet their customers' problems. Using the correct and efficient processes from answering a call to delivery of service, we will work with your business to boost your revenue. With our digital marketing service, we can improve the reputation of your business on the web and provide your business with better visibility online.?

Local businesses need to have a good online presence because more than 80 percent of people who are interesting in finding local businesses to solve their current problems are using Google. Therefore, those who fail to market their business online are missing out on a lot of potential customers and profit.

First of all, keyword research is essential because it allows the identification of the keywords that potential customers are using for the product or service that the business is offering. The SEO experts at the digital marketing agency will conduct an in-depth research to discover the most relevant keywords that they can target with their SEO efforts with the goal of increasing the number of people visiting the website who need the products or services offered by the business.

Local SEO services are provided to take advantage of the Google My Business (GMB) listing that allows potential customers within the neighbourhood to find the client?s business. GMB is a free service from Google that allows small and medium business enterprises to have an online business profile that will naturally be included in the search engine results when someone searches using a keyword targeted by the business.

Meanwhile, pay per click (PPC) marketing is another way to gain customers through a service also offered by Google, where businesses can advertise on the search engine results pages when their product or service is relevant to what a person is looking for on the Internet. Basically, a business is buying visits to their website rather than getting them organically for free. The digital marketing agency can help the business properly manage its PPC or AdWords advertising campaign to ensure that they will get more for their budget. And, of course, there is web design and content marketing, aided by the proper use of digital press releases, to help with increasing website traffic and boosting the site?s ranking in the search engines for certain keywords.

Those who would like to know more about the digital marketing services of Red Kite SEO may want to check out their website, or contact them through the telephone or via email. They are open from Monday to Friday, from 9:00 am to 6:00 pm.

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For more information about Red Kite SEO, contact the company here:Red Kite SEOPete Hogg01142426544hello@redkiteseo.co.uk15 Dene PlaceSheffieldS13 9DN

Red Kite SEO

Red Kite SEO is a digital marketing agency that provides digital marketing services to small companies wishing to increase their online business presence.

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