

**Power Play Marketing**

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***Temí Zeitenberg***

★★★★★



**Call Us Today At (561) 749-9172**

## **Delray Beach SEO Company Drives Market Reach & Customer Engagement For Local Businesses**

*July 26, 2022*

July 26, 2022 - PRESSADVANTAGE -

Power Play Marketing, a Delray Beach SEO company based in Florida, is pleased to be offering a range of services in search engine marketing and search engine optimization (SEO). Businesses throughout the region are welcome to get in touch today to learn how they can start organically connecting with a wider audience.

In today's marketplace, businesses thrive on having a professional web presence to get their message out to their target audience. All stakeholders, from owners to sales teams, depend on having a clear and effective message on the internet. Consumers and buyers need a way to connect with merchants and service providers alike because quality customer support makes a huge difference when a company wants to stand out from the pack. The Delray Beach SEO company understands the importance of this, and it is reflected in the services they offer.

Power Play Marketing is happy to offer its services to businesses looking to fill their website, SEO and SEM

needs. Businesses seeking to establish a web presence or enhance their existing reach can rely on the services offered by the team at Power Play Marketing. For a website of a company to be seen, a keyword associated with their brand or services must appear on the top page of search results. The first page of search engine results is always viewed by over 75% of people, and the top results on this page are most likely to be clicked on.

The Power Play Marketing team in Florida is a search engine marketing authority with more than 15 years of experience. They have experience placing company search results in the top ten and can raise their client's company to the top. While some make lofty rankings promises, the team at Power Play Marketing has made a habit of achieving their stated goals. As such, clients tend to see their keywords (and therefore their websites) start ranking higher on the first page of search results in a short period. The team is also aware of the methods required to rank in the top 10 of popular search engines like Google, Yahoo!, and Bing.

Anyone with access to the Internet can leave a comment or write a review about a company. This includes clients, rivals and even unsatisfied workers. These reviews and comments are prominently shown by search engines, and they are being given more weight when determining how a website will be ranked. Online reviews are a potent marketing tool that can benefit or harm a company. According to recent research, 72% of local consumers believe online evaluations are just as reliable as personal recommendations. Online reviews are being read by customers, influencing their purchasing choices. Businesses should not let a single negative review sway hundreds of potential clients, and the agency can assist here as well.

Power Play Marketing's expertise can be seen in their many positive client reviews. In a 5-Star review for digital marketing services on the Google platform, Temi Z. states, "Jeff assisted me with building my website and optimizing it for cell phones and tablets. Jeff was efficient, responsive and knowledgeable. I appreciated that the changes I had requested were done quickly and without delay. Jeff is also very knowledgeable on SEO marketing and building an online reputation."

The company also offers reputation marketing services. Reputation marketing, as opposed to reputation management, builds and promotes a brand's online reputation in a proactive manner. The company offers assistance to South Florida companies looking to manage and improve their internet reputation. Local companies may use Power Play Marketing to defend, promote and repair their online reputations. They are experts at giving neighborhood companies a stellar reputation that generates leads, boosts sales and expands operations. Power Play Marketing is temporarily giving South Florida companies a free Online Reputation Report, which is effectively an evaluation of a company's present web reputation that will help identify any potential problems. Customers need only enter the company's phone number, and its proprietary software will show whether the company is included on the most significant review websites such as Google+ Local, SuperPages and Yelp.

Power Play Marketing is a digital marketing agency that is committed to providing affordable search engine marketing, website design and social media services. The team can establish a customer's business online quickly, with a custom web site solution to meet the customer's specific business needs.

Jeff Klein, the company's founder, is a certified and award-winning Digital Marketer. He has successfully provided web design, web hosting, and search engine marketing services to the business community since 1998. To learn more about Power Play Marketing and what they can do for a business, customers may visit the company's website or contact them via phone or email.

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For more information about Power Play Marketing, contact the company here: Power Play Marketing Jeff Klein (561) 749-9172 [jeff@powerplaymarketing.com](mailto:jeff@powerplaymarketing.com) Power Play Marketing 1280 Delray Lakes Dr Delray Beach, FL 33444

## **Power Play Marketing**

*Power Play Marketing is a South Florida-based Digital Marketing Agency. Since 1998 we've helped businesses harness the power of the Internet through Search Engine Optimization (SEO), Web Design, and Reputation Marketing.*

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