# Chicago Website Design SEO Company Is Warning Against Using Black Hat SEO Techniques For Digital Marketing

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Chicago, Illinois - August 18, 2022 -
Chicago Website Design SEO Company (CWDSC) is urging Illinois businesses to only entrust their digital marketing efforts to experts who stay abreast of the latest developments in the industry.

The Chicago-based digital marketing agency has been on the top of keyword-based search engine optimization for over a decade. Established in 2009, CWDSC claims that over the years it has built over a thousand websites for its clients and helped even more businesses optimize their existing websites to attract the kind of customers that fit squarely within their target demographic and are most likely to drive sales.

The company says that it focuses on creating integrated digital marketing strategies that leverage the underlying technologies of the web to utilize every possible avenue of getting traffic. CWDSC achieves this by implementing a systematic approach to building an online brand. Instead of including digital marketing strategies as an afterthought, CWDSC will ensure that the website is built from the ground up to make it

search engine friendly. The company also overhauls its clients? current websites to make them compatible with its optimizations.

Chicago Website Design SEO Company CEO, Jack Lombardi, talks about the need to stay updated with cutting-edge SEO techniques by saying, ?Here at CWDSC, we don?t believe in taking shortcuts to achieve search engine dominance. We understand the search engine optimization industry better than 90% of other digital marketing agencies out there. You cannot take myopic measures and hope that they will last when marketing your company online. Google?s algorithms are constantly getting more sophisticated due to the scientific progress being made in the field of artificial intelligence. Soon, they will be exactly able to tell which companies are providing their customers with the most value and which companies are trying to game the system for a quick boost. If you employ the black hat marketing techniques that some bad-faith SEO agencies recommend, you will see a bump in traffic, sure, but it will come from people who are being tricked into visiting your website. Consequently, you will have very low conversions for that traffic. Moreover, Google?s algorithm can also penalize your website if you keep relying on those methods of getting traffic. There is no way to recover an online business if Google has deemed you untrustworthy. When you work with CWDSC, based on the industry that you serve, we will formulate a completely white hat content and digital marketing strategy that is sustainable for the long term. It will capitalize on the trends in your industry and make sure that your brand is presented in the best possible light. So, if you are struggling to take your business to peak profitability, give us a call and let us work our magic to help your brand.?

The company?s SEO optimization services include setting up SEO for Google listings, local SEO services, reputation management, Yelp listing optimization, search engine marketing, product feed optimization, conversion optimization, lead generation, press release optimization, and backlinking. It also offers competitor analysis and keyword analysis for businesses in a range of industries. CWDSC can also help entrepreneurs, artists, contractors, solo professionals, eCommerce brands, and more, build responsive and marketable, portfolio websites and content-oriented websites by handling all aspects of the process including web design and web hosting.

One of the most recent 5-star reviews that CWDSC received from one of its clients on its Google My Business listing says, ?Working with Jack Lombardi and the Chicago Web Design Team is an absolute pleasure! Jack is a real down-to-earth guy, friendly, approachable, and certifiable Search Engine Optimization GURU! Do yourself a favor, get Jack on the phone, and get your business to the top of Google!?

Small business owners and internet-based business owners in Chicago and the rest of Illinois can contact Chicago Website Design SEO Company at (312) 448-8310. Potential clients are also urged to check out the CWDSC Press room to stay updated with the Chicago digital marketing agency?s news and announcements.

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For more information about Chicago Website Design SEO Company, contact the company here:Chicago Website Design SEO CompanyJack Lombardi(312) 448-8310jack@bizngine.comChicago Website Design SEO Company10 S. Riverside Plaza#875Chicago, IL. 60606(312) 448-8310

## Chicago Website Design SEO Company

*Chicago Website Design SEO Company is a full service digital marketing agency.*

*Website design, SEO (search engine optimization) and digital ads are our core services, which include reputation management but not limited to.*

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