

Chicago Website Design SEO Company Urges Businesses to Pay Attention to Microsoft and Bing

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Chicago Website Design SEO Company is highlighting the newly announced changes that Microsoft plans to make to Bing chat, opening a whole new world of monetization and traffic opportunities for the Chicago digital marketing agency's clients.

Microsoft's Bing chatbot, built on the technology created by OpenAI, has created waves in Silicon Valley for its ease of use and conversational capabilities almost indistinguishable from interacting with a human. The revolutionary machine learning algorithms at the core of the chatbot have sparked an arms race among multinational corporations for incorporating it into their product stack. Even Google, the king of search was compelled to launch Bard, its competing AI, and make it a part of its many offerings.

In the latest update shared in an official blog post, Microsoft announced that Bing will soon start serving ads to its users. Designed to be an all-in-one experience, the new Bing chat will be able to link to publishers when users ask it a query that is relevant to any of its partners. Apart from making it more useful overall as a research and fact-checking tool, the new changes will also give publishers a chance to get more visitors for the content they create that Bing uses to fine-tune and enhance its chat capabilities.

Chicago Website Design SEO Company CEO Jack Lombardi talks about what this means for the future of search by saying, "The general sentiment in the industry is that Microsoft is going all-in in its war with Google and its search dominance. By incorporating ads, Microsoft will be able to monetize Bing and pass on those earnings to the national publishers and local businesses that it relies on for content. This creates new avenues for our clients to find new readers and customers. With AI chatbots expected to explode in popularity over the coming years, it makes sense to jump on these opportunities as soon as possible and reap the benefits of this new source of targeted, highly valuable traffic."

CWDSC has been helping local businesses in Chicago, as well as its multitude of clients across the country,

dominate search results and rank high for their target keywords since 2012. Today, the full-service digital marketing company focused on lead generation and conversion boasts clients from all kinds of industries operating at a wide range of scales ? from local mom-and-pop-shop Chicago retail establishments to multimillion-dollar eCommerce companies.

The company?s digital marketing services include lead generation, SEO audits, local SEO, national SEO, Google listing SEO, press release optimization, product feed optimization, search engine marketing, Yelp listing optimization, YouTube marketing, backlinking, PPC advertising, content creation, competition analysis, conversion optimization, keyword analysis, reputation management, existing website revamps, eCommerce websites, web hosting, graphic design including logo creation, on-page SEO, email marketing, call tracking, responsive website design, and more.

CWDSC has received unanimous praise from clients for its digital marketing services. On its Google Business Profile, customers share their experiences with Jack and comment on the helpfulness of the company?s staff, its responsive customer service, and the affordability of its flexible all-encompassing SEO services. As a result, the business has garnered a perfect 5.0 out of 5.0 overall rating on Google from over 60 reviews.

A recent review says, ?Jack from Chicago Website Design SEO Company was super helpful and generous with his time when we spoke with him during our initial consultation. He was not afraid to tell it like it is, he shared with us the inside scoop on how the sausage is really made in this business, and he already gave us plenty of great advice to help improve the SEO of our new company's website. Highly recommended!?

Another customer writes, ?Jack Lombardi is very knowledgeable and understands the SEO game inside and out. I highly recommend his services. My company is new and he knew exactly how to help us become more visible.?

Readers can contact CWDSC at (312) 448-8310 to get started with a free 21-point SEO audit report and 30 minutes of digital consulting. News and updates from the company can be found in the CWDSC press room.

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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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