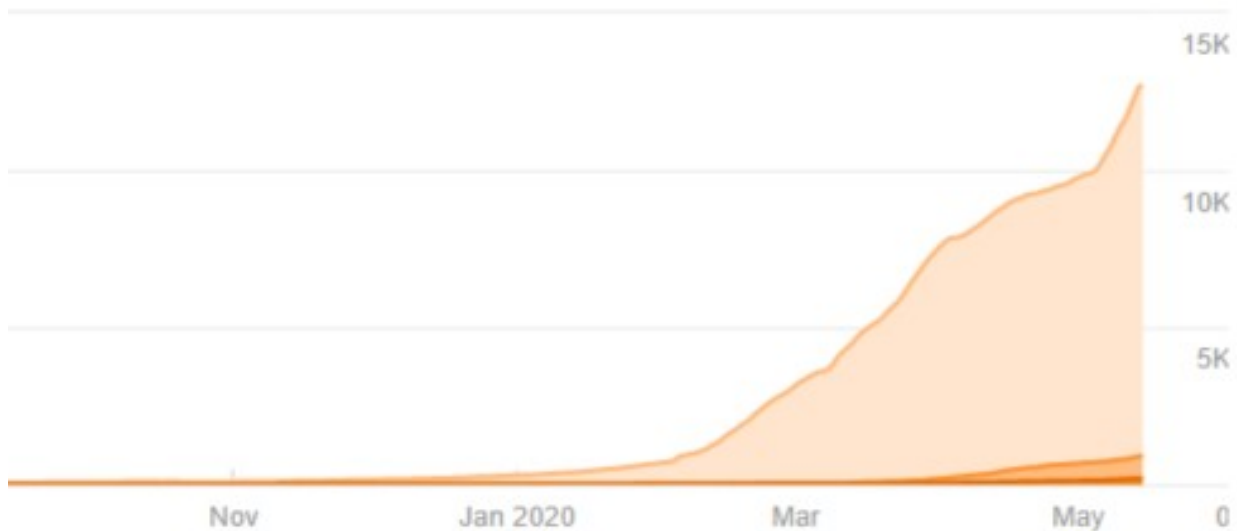




Vectis Marketing Announces Rebrand Of SEO Agency

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Vectis Marketing recently acquired the new domain name of Vectis.Marketing. This is a small change from their old domain name of VectisMarketing.com but underscores the company's commitment to maintaining its cutting edge in all marketing trends, including the new TLDs being offered.

"The wide array of new TLDs offers unlimited creativity for brands," says owner Quinton Hamp. "We have been testing these new domains from an SEO perspective, and they rank just as well in Google. In our case, it takes our site's domain from a boring, run-of-the-mill domain name, into something sharp, snappy, and memorable. Plus, it's shorter."

Since 2013, Vectis Marketing has been providing SEO and Search-oriented marketing services for small businesses, industrial B2B businesses, and Ecommerce businesses. The term vectis is Latin for "leverage." It is the company's goal to help businesses leverage search engines to create a stable stream of leads and new business.

"For the past decade, we've seen that the deciding difference in a business' longevity is how well they are

positioned in Google," says Hamp. "When we get them ranking on page one of Google, it creates an unbeatable moat around their business that allows businesses to predict revenue and growth like never before."

The difference is that Vectis.Marketing brings to the industry their customized SEO plans. Their 20-point SEO checklist ensures that from day one, their team is aggressively increasing the visibility of every site they work on. Customers begin seeing ranking increases in as little as 30 days.

In order to stay ahead of the competition, Vectis deploys a two-step process: learning through networking and learning through testing. From day one, understanding the search and ad algorithms has been a pivotal piece of the business. By networking with other agencies in the industry, Vectis discovers the best practices and the results these agencies deliver for their clients.

Additionally, Vectis maintains its own stable of websites where SEO and ad theories are being tested. By testing their theories before implementing them on a client, Vectis is able to bring only the most rewarding practices to their clients. This means that every dollar their clients invest with them will deliver outsized results compared to spending those dollars with a competitor.

Because of these efficiencies, Vectis Marketing often provides white-label services for some of the larger agencies in America. This allows other search agencies and web developers to sell marketing services while Vectis handles the day-to-day fulfillment and client communication.

Additionally, Vectis is the agency often called in to recover sites that have been penalized by Google. Thanks to their team, they can provide full-scale, 90-day site overhauls, enabling penalized sites to get a rapid overhaul and turnaround in traffic trends. Sitewide overhauls are cited by Google as a key piece in algorithm recoveries, especially the helpful content update, and Vectis' experience reflects this philosophy.

As Vectis Marketing enters 2024, the agency focuses on targeted growth. "We have an incredible bevy of case studies and success stories," says Hamp, "We need to share those stories with similar businesses who need growth."

Ultimately, growing businesses is about helping your neighbor. "When we make businesses stronger, we make our entire economy stronger."

For businesses looking to grow their SEO, they can visit Vectis.Marketing and begin the conversation. Additionally, their YouTube channel provides deep discussions on the current action items businesses can

implement to improve their rankings.

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Vectis Marketing

Vectis.Marketing is a search engine optimization company based in Springfield, Missouri. They deliver SEO to small businesses, e-commerce and industrial clients.

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