

SEATTLE Web Works

Seattle Web Works Offers Services That Focus On New Face Of SEO

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Seattle Web Works has started to offer services that focus on the new face of SEO. While Google remains the main search engine out there, a lot of people now use social media search facilities instead. It is vital, therefore, that businesses start to focus on how they are found through these platforms, particularly since so much internet usage is now done through mobile platforms, which are very social media friendly. As such, the company has now adapted its services to take into account these new developments.

Tylor Bennett, from Seattle Web Works, says: "More and more people are using the search facilities on platforms like Facebook. In fact, social networks now drive around a third of all traffic to websites, and this is a significant rise compared to last year. Whether they will overtake Google remains to be seen, but when someone owns a third of the market share, they are clearly a main player."

The SEO company is also drawing attention to the fact that people are using search engines in different ways now. For instance, where Google is known for its searches by phrases, Bing is used for more specific items. A combination of different things are of importance. Firstly, people now use social media 24 hours a day. Secondly, they do so through increasingly smaller screens, with mobile internet access continuing to rise.

Finally, online shopping is now rising so quickly that Amazon may just become a more important factor in internet behavior than Google.

"We always knew that the internet would change, as it does so all the time anyway," adds Tylor Bennett. "As such, Google will never quite disappear or become irrelevant, but they are likely to change things in such a way that those using other types of search facilities now still come through them by default. This means SEO experts like ourselves have to start responding to this future development now."

Search engine optimization has never been a stagnant skill. Google changes its algorithm at least once a day on average, and various other factors are important too. However, this new face of SEO may just be the biggest change seen to date.

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Seattle Web Works

Seattle Web Works offers search engine optimization. Search can be one of the most valuable channels to reach new customers.

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The logo for Seattle Web Works features the word "SEATTLE" in a bold, grey, sans-serif font. The letter "T" is a solid teal color. Below "SEATTLE", the words "Web Works" are written in a teal, lowercase, sans-serif font.