Whitehat SEO Does Important Networking Event

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London, UK, JAN 16, 2016 ? Expert SEO speaker Clwyd Probert will be giving a talk about 'How to grow your business by building your online reputation' at the First Ladies Entrepreneur Networking Event. In keeping with their mission to educate website owners, White Hat SEO (www.whitehat-seo.co.uk) has just published a new blog post entitled 'Seminar London: First Ladies next Entrepreneur Networking Event'.

The article discusses this first of its kind event which will be held on Wednesday 20th November 2016 at the Spirit room of the Bvlgari Hotel, located at 171 Knightsbridge in London from 6.30 ? 7.30 pm'.

?The event will discuss Online Reputation,? states Clwyd Probert, author of the article and founder of WhiteHat SEO, ?and also Reputation Marketing, SEO Services, and Company Updates.?

Probert has indicated many times on the WhiteHat SEO site that Reputation is more than consumer reviews. A Dimensional Research study carried out in 2013 about customer service and how it affects sales of midsize companies, researchers uncovered 'nuggets that changed the way people look at online reputation management forever. Those nuggets are as follows: 86% of respondents said negative reviews influenced their buying decisions and that 90% said positive reviews influenced their buying decisions.'

?In today?s online world, it will be a huge mistake to ignore reviews about you or your business on the Internet,? stated Probert. ?More so, it will be a bigger mistake to leave everything to chance, wishing that satisfied customers post the best testimonials while disgruntled ones keeping their opinions to themselves. Your target buyers are out there researching for you on the Internet and are looking for an excuse not to deal with you. Don?t give it to them.?

Whitehat SEO Ltd. draws from established systems in delivering services, as well as keeping up with recent trends and developments in the industry. They personalise their approach to SEO projects allowing them to provide guidance, clarity and the opportunity to move their clients far ahead of competitors not making full use of the latest technology by using analytics to deliver marketing services to the business sector.

To register for the event, visit www.whitehat-seo.co.uk.

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Whitehat SEO Ltd

Our company Whitehat is a full service agency with a team of experienced experts with knowledge of every aspect on online marketing: SEO (both local, national and international), reputation marketing and management, social media, PPC and web design.

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