Whitehat SEO Discusses Importants Of SEO

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London, UK, JAN 22, 2016 ? Businesses need to know that know that within the social media space, there are conversations happening at this very moment that will define their brand. 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 'Social Media Optimization: A Business Necessity, Not a Luxury.'

The article discusses how 'social media optimization is now a crucial marketing necessity if their venture is to compete in this economy. The emergence of social networks over the past few years has changed the way businesses reach out to their audience. It is no longer enough to have a website, get backlinks, and rank well on Google. Today, a successful business needs essential elements: networking, awareness, engagement, trust, and loyalty.

?You might still be wondering, just how important is having a Social Media Optimization campaign for your business,? states Clwyd Probert, author of the article and founder of WhiteHat SEO, ?Well, let us help you put things in perspective. According to eMarketer, 1 in 4 people worldwide are social media users and according to comScore 1 in 6 minutes spent online worldwide is spent on social media platforms. Further, it took 13 years, according to United Nations Cyberschoolbus, for television to reach an audience of 50 million people, something Facebook accomplished in 2 years!?

WhiteHat's article further states that 'from account setup to maintenance and tracking, there?s a plethora of actions that can benefit the online social presence of your business. WhiteHat SEO is currently offering a free in-depth consultation on how social media optimization can help grow a business.'

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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