



Portland SEO Expert Releases Post On Importance Of Chief Content Officer

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PDX SEO, an internet marketing company in Portland, OR, has published a blog post to draw attention to the importance of having a Chief Content Officer (CCO) on staff to ensure better targeted content. More details about the importance of CCOs and their job description can be found at <http://www.pdxseo.net/chief-content-officers-portland-media-marketing-masters/>. With this role becoming increasingly important within the world of online marketing, PDX SEO aims to assist their clients in being a step ahead of the competition.

Robert Harden, founder of PDX SEO, says: "A lot of companies now hire CCOs as members of their staff. We see them across a range of industries, including wine, real estate, video production, insurance, and more. Currently, just 13 CCOs are employed in the entire Portland area, but we believe the field will grow very rapidly. Anyone who wants to properly manage content services, we feel, should consider hiring a CCO to ensure this area of their work is managed properly."

A good CCO should also be well-versed in the use of Twitter. This is because those who would hold management and content creation responsibility should be well versed in using social media platforms. While

most information on CCOs is currently available through LinkedIn, PDX SEO feels it is important to step outside of the box from the word go.

CCOs hold responsibility for the creative digital content and media of the company they work for, and of their clients. They must form an integral part of the team as a whole, becoming the lead responsible officer for cross-media content management and creation, and also for the creation, implementation, and monitoring of marketing strategies. Lastly, they should also manage social media campaigns, including Facebook. The fact that content is king hasn't change, in other words, but the way content is delivered is now very different.

"We look forward to see what new CCOs will be able to do for us, for our clients, and for the industry as a whole," adds Robert Harden. "We believe that they will set themselves apart as some of the most important professionals in the world of online marketing."

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PDX SEO

PDX SEO is a full service digital marketing agency located in Portland, Oregon. We specialize in search engine optimization, reputation management, and brand building.

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