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How link building strategies can significantly improve the reputation and profitability of businesses everywhere by [Trevor Southwold](#)

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Nowadays, everywhere you look things seem to be progressing at an almost startling velocity. Digital media has exploded and now exists as a dominant force in our society. As a result, the way in which businesses market themselves has had to change also. The internet has widened the playing field for both consumers and businesses alike. Consumers simply have more choice than ever before and therefore businesses have to work that little bit harder in order to grab customer attention, and even harder to maintain it.

This is where SEO comes in. SEO is essentially a kind of modern marketing technique for your business, ensuring that your company harnesses the full power of the internet in order to improve its reputation and increase custom and profitability. The internet has always been somewhat elusive and mysterious in terms of the ways in which it actually works. Now however, through a series of tests and much time-consuming research, it is now possible to quite accurately define patterns that determine how search engines actually work.

These patterns are known as algorithms, and although no official disclosure regarding them has been released, Google has published guidelines for any business looking to raise their ranking in its search listings in both an ethical and legitimate way. SEO has quite a polarised reputation, however when used ethically it can improve things for both the business and consumer alike. It essentially 'polices' the internet if you like, by ensuring that only websites with high quality content can be found ranking highly on search engines.

'Black hat' SEO essentially does the opposite; it abuses the system and attempts to trick search engines into giving high rankings. If you choose to take this route in order to promote your business - and you'd be highly advised not to - then the damage sustained to your company's reputation would be difficult to quantify. At worst, you may even find your website banned by the major search engines. The point being that if you're confident in your businesses ability to provide its services effectively, then there really is no need to abuse the system in the first place, which could ultimately result in being banned from search engines entirely.

If you were to choose to implement SEO into your businesses marketing plan then here is what you can expect to happen. An ethical SEO company's main focus will always be ensuring that your website's content is of the highest possible quality. They will then conduct some 'keyword' research, the value of which cannot be underestimated. By targeting relevant search terms and creating backlinks using them, you can improve your visibility to customers in search results and hopefully even improve your site's ranking for particular terms. It can also provide you with information about your consumer base. SEO can even be a way of predicting shifts in demand and gives you very real indicator of what customers are really looking for.

Many SEO companies will also employ a host of writers whose job it is to produce content in the form of blogs and articles, again using specific keywords, which also helps to convince search engines your site is an authority in its field.

With more and more business now being conducted online, SEO is a proven and effective method of promoting your company, improving custom, increasing its reputation and maximising profits accordingly.

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