Employ The Internet: Building UK Brands Online

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Professional London-based blogger Kaya Ismail launches Employ The Internet to help businesses create an online presence through Blogging, SEO, web design and consultancy.

London, UK (January 12th 2015) – With the Internet still rapidly evolving, businesses large and small are still struggling to claim and command an online presence. Employ The Internet is a newly launched London-based blogging and marketing agency, set up to help businesses thrive online.

The services on offer include:

- Blogging.
- Website design.
- Website management.
- Search Engine Optimization (SEO).
- Internet marketing consultancy.

What Is Blogging, And How Does It Help My Website?

Nowadays, Google is where the average person searches for products and services they need. So, a business that can't be found on Google is almost certain to lose out on custom. This is where Employ the Internet comes in.

Blog posts are generally short-to-medium length articles which are ideal for sharing on social media. Large and small companies across the world use blogs to share news and industry knowledge. It's a way to stand out from the crowd online.

Google recognises when your website is publishing good blog posts, and will slowly rank you higher in their results when people search for relevant terms.

Here's an example:

If you own a baking company, and you publish a useful blog post titled, "How to bake Chocolate biscuits In 20 Minutes", Google will soon start showing your blog post in its results when people search for things like, "How to bake Chocolate Biscuits".

The aim of constant blogging is to convince Google to show your blog post towards the top of its search results whenever somebody searches for things to do with your industry, like those biscuits.

In addition to getting your website noticed by Google, blogging has many other "human" benefits.

For example, by showing off your industry knowledge via blog posts, your customers and website visitors will begin seeing your company as an industry expert. Selling or providing something is one thing, but knowing it well enough to give out free advice shows expert knowledge. That's a massive trust builder.

No More Outdated Tactics

With Google constantly becoming more concerned with human experiences, Employ The Internet knows that in order to succeed in business, the first page of Google is only the beginning.

"Many SEO (Search Engine Optimization) companies are relying on outdated tactics," Kaya Ismail said.

"Google and other search engines are continuously improving the way they judge and rank websites, and their focus on quality content is becoming more and more apparent."

"Stuffing your website with keywords and building up hundreds of low-quality backlinks is no longer

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acceptable. Google now cares far more for quality backlinks, user experience and reaction to content via social media," Kaya continued.

"Getting ranked highly on Google used to be about ticking boxes, but it's becoming more and more about providing value. These are just some of the changes that many SEO companies have failed to adapt to."

"Employ The Internet is a comprehensive, flexible and intelligent blogging agency which encompasses SEO and website management. Our services are now available via affordable, effective packages."

To find out more about Employ The Internet's services, visit: http://www.employtheinternet.com/services.

About Kaya Ismail

London-born Kaya Ismail is a seasoned blogger with a love for the Internet, technology, marketing and Football. Kaya Ismail is the Founder of EmployTheInternet.com, Co-Founder of WebsiteBuildersCritic.com, and leading contributor at CMSCritic.com.

Company Contact:

Employ The Internet

E. kaya@employtheinternet.com
W. https://www.employtheinternet.com/

View Online

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