?Vertical Leap unveils thought-provoking new white paper

Monday 14 July, 2014

Vertical Leap is delighted to announce the release of an exciting new white paper, titled 'The new SEO is…SEO'.

Made available last week (July 11), the paper aims to unravel the tangled misconceptions held by many that search engine optimisation (SEO) should be seen as a thing of the past.

As the document points out, there are currently 1.8 million pages indexed by Google suggesting that "social media marketing is the new SEO", with a further 89,000 citing content as its replacement and 11,000 backing PR.

Perhaps even more worryingly, more than 850,000 pages are bluntly claiming that "SEO is dead". The experienced team at Vertical Leap, however, knows that all of these statements are far from true.

While many search marketing firms have adopted new generalist digital approaches, or simply changed their own marketing focuses to fit in with the trends, Vertical Leap has stayed true to the techniques which it knows are most suitable and effective for its clients. This is an approach it supports whole-heartedly in its new white paper with a range of intriguing facts and figures.

The company explains: "In our work with clients, we have consistently proven that SEO is not dead but thriving. With the help of our proprietary Apollo technology, Vertical Leap now has access to more data than ever and, with the right tactics, SEO has been transformed from algorithm manipulation into a true marketing discipline."

In recent years, Vertical Leap has successfully refined and expanded its already-wide range of expert services, drawing more big name clients from all manner of industries in the process. No doubt its latest publication will further help to strengthen its position as one of the UK's most forward-thinking digital marketing agencies.

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