

Google.com and the Evolution of Guest Posting

Guest posting: the future of your company

The recent changes to Google and the implementation of Google Penguin have left many people involved with search engine optimization wondering where these new changes will leave them. Classic guest posting theory was focused on simply getting posts with links placed on as many domains as was humanly possible; however, the ever-changing internet demands ever-changing search engine optimization, and a company that can keep up with that demand is invaluable to business owners.

Now, guest posting must be carefully strategized for effective brand management and rankings. By writing articles or a column on the website of a well-respected publication, you can build your brand not only to readers, but also to search engines, which now take into account the popularity and authority of the sites that you are posting on, and the social effect and popularity of the articles that you write, measuring their page views and social shares. With the recent changes to the algorithm, quantity is no longer better than quality; it is all about cultivating select, well-written pieces on highly-regarded websites.

Busy searchers rarely have the time to read through hundreds of results provided by their search engine, so utilizing the best that is out there is increasingly important. Developing relationships and building a quality reputation is the fastest and surest way to ensure that your business is at the forefront of any searcher's results.

The world of guest posting is in a state of flux, and in order to keep up with it, it is necessary to evolve SEO best practices. Gaining the audience you want with confidence that they can trust is the best way to get your business seen, noticed, and utilized.

For additional advice on your internet marketing you may contact StickyWebMedia.com at info@StickyWebMedia.Com or 213.377.5133.

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