

Ayima addresses confusion around corporate SEO strategy

Whitepaper provides practical advice on how to integrate SEO into corporate strategy and deliver sustainable results from 'natural' search marketing

LONDON, UK, May 12, 2014 /EINPresswire.com/ -- Ayima Search Marketing, a leading search engine optimisation (SEO) consultancy to large corporates, has published a whitepaper in response to confusion amongst senior executives as to how SEO works, what it can achieve, and why it is important to long-term business strategy and the commercial success of an organisation.

With the right approach, SEO integration has been proven to drive sustainable results and drive sales, but there remains uncertainty around how best to achieve the desired business outcomes. One of the reasons for this is that unlike with paid search models such as pay-per-click (PPC), SEO – i.e. 'natural' or 'organic' search marketing – does not fit easily within corporate procurement. The process is not nearly as predictable as it is with PPC, where 'deliverables' and spend can be broken down relatively easily.

“Not only were many traditional bricks-and-mortar companies late to take up online marketing strategies, but many have focussed on PPC at the expense of natural search results,” says Mike Jacobson, co-founder and managing director of Ayima. “SEO is often harder for senior management to understand and justify expenditure on. One of the main things to understand is how to use effective SEO techniques wisely across the business and promote their use within the company, overlapping with other communication streams. It is therefore important to educate those involved in the procurement process about the strategic benefits of SEO and crucially, how to integrate SEO into the business at a strategic level.”

Entitled 'Building Corporate SEO Strategy' and co-authored by Mike Jacobson and Ayima SEO Consultant Janaya Wilkins, the new whitepaper examines how to achieve the best and most sustainable results when building corporate SEO strategy. It also details best practice on how SEO should be employed in conjunction with existing marketing tools and techniques, and explains the strategic value of SEO at an enterprise-wide level.

“A company website is a virtual shop window and should be treated as a key strategic asset,” continues Jacobson. “This means companies must take SEO seriously. A key part of this should be the integration of SEO within wider corporate marketing strategy. Our experience shows that with the correct approach, the return on investment can be significant.”

The whitepaper is available to download from Ayima's website at http://www.ayima.com/wp-content/uploads/white_paper_220414_2.pdf

Ayima SEO Consultant Janaya Wilkins will be part of an industry panel discussing SEO ranking factors at The Search Marketing Expo (SMX) London on Tuesday 13th May at Chelsea Football Club.

About Ayima Search Marketing

Ayima is a specialist corporate search marketing consultancy backed by real-time data. It specialises

in full-service and bespoke internet marketing solutions tailored to deliver sustained business needs. Clients include British Airways and O2. For further information please go to: www.ayima.com

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