

# Customer Magnetism Releases History of SEO Video

*Digital marketing leader launches video on the history of search engine optimization and the evolution of best practices for earning website traffic.*

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EINPresswire.com/ -- Search engine optimization has changed drastically over the past 24 years, and it continues to change today. [Customer Magnetism](#), a leader in inbound marketing, has created a video,

"History of SEO: Evolve or Die." In the early days, link building was used to help companies rank for specific terms on search engine results pages. The modern method involves drawing traffic to websites with quality content to grow their businesses.



"In the past, even the most ethical SEO firms were attempting to use various forms of 'gray-hat' link building methods to help clients improve their rankings," said Kurt Noer, founder and CEO of Customer Magnetism. "Slowly but surely, Google began cracking down on one form of link building after another. The truth is that Google was right all along. Focusing on making your website a wealth of excellent content will generate far more traffic, leads and sales in the long run than simply focusing on ranking in Google for some vanity keywords."

Customer Magnetism's four-minute video explains how Google has finally won the war against the vast majority of link manipulation methods. It also details why companies shouldn't fall into the trap of paying SEOs to practice the outdated methods of link building while expecting positive results.

To view the video, "History of SEO: Evolve or Die," visit [www.customermagnetism.com/history-seo](http://www.customermagnetism.com/history-seo).

About Customer Magnetism: Located in Virginia Beach, Virginia, Customer Magnetism (<http://www.customermagnetism.com/>) is an award-winning, full-service digital marketing agency offering a wide range of inbound marketing services. Established in 2000, CM specializes in creating [engaging and magnetic content](#) such as infographics, blog posts and white papers, as well as managing pay-per-click advertising and social media campaigns.

Press release courtesy of Online PR Media: <http://bit.ly/1qyjKtH>

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