



Google-Alphabet Corporate Reorganization To Benefit SEO Campaigns

Google's restructuring is aimed at fostering innovation, which should help SEO marketers, says Internet marketing leader Straight North.

DOWNERS GROVE, IL, USA, August 12, 2015 /EINPresswire.com/ -- On Monday, August 10, 2015, Google announced a major corporate reorganization, creating Alphabet as a new parent company and separating established Google search and paid advertising businesses from speculative, "moonshot" initiatives.

On Tuesday, the news generated significant increases in Google stock prices (GOOG and GOOGL), but Wall Street wasn't the only group pleased with Google's decision. Leading Internet marketing agency Straight North also sees it as a big [positive for SEO marketers](#).

A key driver for Google's restructuring is the firm's desire to foster innovation. Faster, higher-quality innovation within the Alphabet portfolio will have direct and indirect positive impact on search engine optimization.

"The new structure should accelerate improvements in user experience across all Alphabet products, including Google search," says Straight North Vice President of Strategy, Joseph Cahill. "We also expect Google to get better at recognizing great website content, and give it increasingly greater organic search visibility compared to less valuable content. This is all good news for companies investing in SEO. Better user experience means more users and more potential conversions. Greater rewards for quality website content means companies that do SEO right will be better rewarded."

Straight North manages complex SEO and paid search campaigns for B2B and B2C organizations, with a strategy team and marketing specialists extremely familiar with the nuances of Google's search engine product development.

About Straight North

Straight North is an Internet marketing agency specializing in SEO, PPC and responsive lead-generation websites. We help small and middle-market firms generate high-volume, high-quality sales leads. Our campaigns feature creative, long-term strategic thinking and energetic execution that incorporates our exclusive system of real-time lead validation and reporting.

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