



SEO Company SpeedVerb Discusses Several Key Factors in Developing an Exceptional SEO Program

Avoid Risky Tactics and Focus on Processes that Work With Search Engines

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-- In the world of [SEO](#) and Digital Advertising, companies frequently try to create and then re-create

formulas that define the success of an SEO program. Often the end product is either marginal or minimal results leaving contracted clients with a negative experience. At its core [SpeedVerb's CCDS \(Content Creation and Dissemination Service\)](#) program works because it involves processes that disseminate content naturally, using a combination of automated and manual outreach methods that leverage well-researched topics and high-quality writing.



Focusing on relevant and interesting topics, quality writing and original work is key to rounding out an exceptional SEO program.

SpeedVerb

Understanding the importance of developing an SEO program

that looks and feels natural is a key factor to its success. Search engines are designed to keep a pulse on anything that seems out of the ordinary or “spammy.” By developing a strategy that respects Google’s algorithm as opposed to trying to game it or game the system, SpeedVerb has developed a history of great results and monitors its clients successes by measuring and constantly evaluating and then re-evaluating things like keywords, ranking, site traffic and link portfolios.

The dissemination process itself generally involves the combined use of Social Media, Blogs, article and press release publishing and ensuring that a client’s company branded website has well-written content, designed to increase its viewership, visitors and ranking. There are also some technical and on-site aspects of a clients website that SpeedVerb reviews closely to ensure that there is relevance between the content being distributed and the site itself. SpeedVerb’s position on relevance is that it’s one of the single most important and critical factors to a successful SEO program or formula.

Another highly important aspect to the process is coming up with ideas that readers are interested in and not just filling the digital airwaves with nonsensical fodder with the intent of adding or stuffing keywords. Writing for the sake of writing, or without any purpose outside of SEO, results in poor gains. Without some creative talent at the core, the robotic arms of the process just won’t work well. Focusing on relevant and interesting topics, quality writing and original work is key to rounding out an exceptional SEO program.

Lastly, there is also a manual process involved which requires email and phone outreach to local, regional and national digital publications as well as industry specific channels to increase content pick ups. Building relationships with these channels and pitching article ideas not only helps them satisfy their readership but also gives SpeedVerb’s clients a way to get the word out about their brand.

SpeedVerb is a Long Island SEO and digital advertising company that coined the acronym CCDS

(Content Creation and Dissemination Service). SpeedVerb's use of its CCDS strategy as the core of its digital outreach is key to the success of its client-focused SEO programs. Contact SpeedVerb today at info@speedverb.com or 516-761-1037.

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