

New Doctor Digital Column Provides Answers to Small Business Owners on Digital Marketing and SEO

Former journalist, turned SEO expert, uses both his writing skills and technical experience to help small business owners understand the ins and outs of SEO

WYNNEWOOD, PENNSYLVANIA, UNITED STATES, December 1, 2018 /EINPresswire.com/ -- Today we have a special guest with us: Steve Myers, aka Dr. Digital, the [SEO Director for Results Driven Marketing](#).

Myers, a former newspaper editor and the creative force behind [The Adventures of Superchum comic strip](#), has taken a unique path to the industry.

Now, at the top of his game, Myers has released a new SEO for Small Businesses column titled "Doctor Digital."

“

That's not how Google works.”

Dr. Digital

Here's a brief interview with Doctor Digital, a passionate internet marketer and motivating figure to SEOs around the world:

- How did you get started in SEO?

Bit of a funny story. I was working in marketing for a credit card processing company, and the CEO asked me if I knew what SEO was. I said no. He told me to Google it and start doing it for the company blog.

It was just that easy!

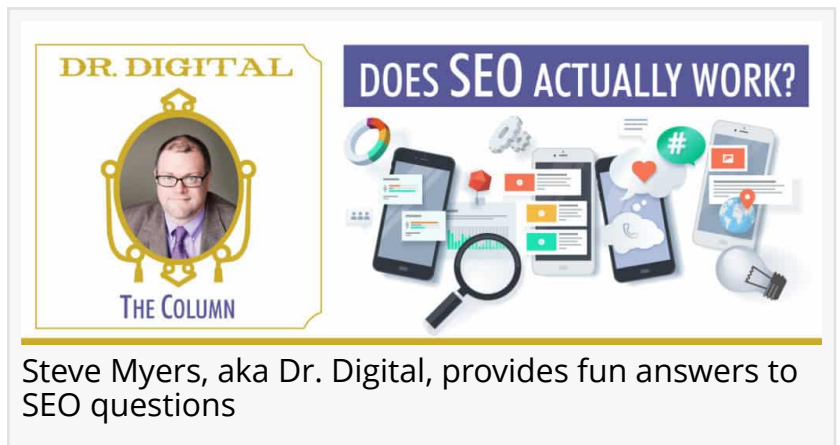
But what happened after that was I became obsessed with it, and really just built up my entire system and approach to SEO from that obsession.

- What's [your column, Doctor Digital](#) about?

I'm constantly being asked questions about SEO and digital marketing. And these questions are what a lot of other people are asking.

Keep in mind there's a ton of information out there already. You have an SEO question, you type it into Google you will find thousands of answers on Google already.

So I've taken those questions and begun writing columns that answer those questions. And I hope, write them well enough that people who are not familiar with the industry and the



buzzwords, can relate to what is being written.

- So for small business owners, what's the most important thing you want to tell them?

To not be scared or overwhelmed by the technology. Digital marketing is a lot like print marketing. Same basic concepts. It just uses different tools.

Also, to understand that effective marketing requires a budget. That's all. The internet isn't free, even if the mythology around it makes it seem like it is.

If you treat digital marketing like you would treat getting a billboard or doing a TV commercial, you will start to understand how digital marketing can help your business.

Along those lines, SEO is just one of the tools of digital marketing. It's important, but really only takes time to master.

- Of all the questions you get asked, is there one that gets to you the most? Like makes you want to roll your eyes?

Haha. Yes. I mean, I deal with a lot of repeat questions that are all variations on some of the most basic concepts of the industry. And I have tons of patience for those. In fact, my enthusiasm shines through because I really like sharing the knowledge of what SEO is and how digital marketing works with people. But it does get to me when people oversimplify things and just ask "How long before I rank number one on Google?"

It just doesn't work that way. So if that's the client's goal, there's always going to be a disconnect between what we can do for them with a successful digital marketing campaign, and what they think they want.

- Well now we have to ask, how long does it take to rank on Google?

I just knew you were going there! Ok, so any SEO company that responds with a set timeline is not being honest with the client. Especially if the timeline is really short, like a month or two.

That's not how Google works. There are a variety of factors, including how new the site or domain is, how much traffic it gets, and what the business is.

For example, if you have a website for your pizzeria, and it's brand new, and you just opened, it's going to be more than a few months to get Google and other search engines to notice you. Also, the things you do to get ranked are completely different -- pizza shops rely far more on reviews, local search, and foot traffic than, say, an affiliate marketing company.

But if you have a digital marketing company, with a website that's been around for 5 years, has 50 thousand visitors per month, and a long track record of publishing content, Google will take notice of things you do much faster.

- Thanks for taking the time to talk with us! One last question: What do you see happening to

HOW SEO WORKS: AN EASY TO VISUALIZE ANALOGY

"Does SEO work?" is a common question that many people ask. So let's **break it down** into something easy to understand.
You're hungry.
You want an apple.
You have 2 choices:
Go buy an apple from the grocery store. (PPC)
Plant an apple tree. (SEO)
Both choices get you an apple. But they work in completely different ways.

The diagram illustrates the analogy. On the left, a single red apple is shown with a black arrow pointing down to it from the label 'PPC'. On the right, a green apple tree with several red apples is shown with a black arrow pointing up to it from the label 'SEO'. The background is a blue sky and a green ground.

SEARCH ENGINE HIP HOPTIMIZATION

Steve "Doctor Digital" Myers is an SEO professional with more than 10 years of experience in digital marketing. This column is where he reveals the secrets of the SEO industry in a fun way.

How does SEO work? Doctor Digital explains!

SEO in 2019?

Google, in its tug of war with social media platforms like Facebook and Twitter, is going to really adjust the way it presents answers to questions. This is going to be presented as a series of adjustments that help improve user experience but is at its heart a move to stave off their biggest competitors for usage, and eyeballs on their advertising platform.

That means, for SEO, there's going to be two things that happen:

First, more rewards for people that utilize things like AMP and Structured Data, encouraging more and more publishers of unique and valuable content to help Google. This will help SEOs a lot.

But then, second, more and more queries are going to answer questions right on Google, discouraging clicks to those sites and keeping users on Google longer.

It's Google's overall strategy to retain users and deal with their own competitors.

But who knows, maybe I'm wrong?

About Results Driven Marketing, LLC:

Results Driven Marketing, LLC is located at 300 E Lancaster Ave, Suite 202, Wynnewood, PA 19096 and can be reached by phone at 215-393-8700. Founded by Janeene High in 2013, High is a twelve year veteran of the industry. She has been a leader in the Greater Philadelphia Area in the retention of clients and forecasting new opportunities for her client using highly advanced digital marketing strategies for her firm's clientele. For a complimentary review of your website, SEO or marketing strategy, book a 45-minute review session with Janeene today!

This release was drafted by Results Driven Marketing, LLC: a full-service digital marketing, public relations, advertising, and content marketing firm located at 300 E. Lancaster Ave., Wynnewood, PA 19096

Related Materials:

The Do's and Don'ts of Using Memes in Your Social Media Marketing

<https://www.digitalrdm.com/dos-donts-using-memes-social-media-marketing/>

5 Steps for "Turning Clicks Into Clients."

<https://www.digitalrdm.com/5-steps-turning-clicks-clients/>

Five Reasons You Should Learn the Paths of Chumliness

<https://www.superchum.com/5-reasons-to-learn-chumliness>

Mike Bannan

Results Driven Marketing, LLC

215-393-8700

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[Google+](#)

[LinkedIn](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact

the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.