

Businesses should focus on keywords for SEO

Keywords are important for local business searches, an expert in the digital world has suggested. Keywords are important for local business searches, an expert in the digital world has suggested.

According to senior analyst at eMarketer David Hallerman, internet users search for local business, services and products through keywords rather than the traditional method of a yellow pages index.

This could be of interest to businesses in Berkshire looking to increase their search engine optimisation (SEO).

"When people use the web to look for local retailers and service providers, they tend not to research by business categories as the print yellow pages are organised," remarked Mr Hallerman.

Users tend to go to search engines and type in keywords more than using a specific index, he added.

Email marketing has also recently been promoted to businesses as an effective way to draw in commerce.

The Royal Mail surveyed regular internet users to find that direct mail and e-marketing were more effective when combined in a single campaign together.



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