

NetBiz Launches 'Get Green With SEO' Campaign

Now, thanks to the NetBiz.com 'Get Green With SEO' campaign, it is more than possible to have your cake - and eat it, too - when it comes to advertising in an eco-friendly way.

January 31, 2010 (FPRC) -- NetBiz.com, one of the world's largest search engine marketing and website companies, knows that today's businesses have a lot to consider when devising effective advertising strategies. The old days of publishing ads in local newspapers and sending out hundreds of direct mailers per month are fading fast. These days, a prominent online presence trumps excessive paper and print advertising in a number of key ways - and being green is definitely one of them. By reducing the amount of paper companies rely on for advertising, they can help save the planet. Still, coming up with a topnotch way to advertise online is essential - and these days, Search Engine Optimization (SEO) 2.0 is the way to go. Thus, the new NetBiz 'Get Green With SEO' campaign was launched.

Google relies on a 'Universal Search' algorithm to determine where websites appear in its rankings. This algorithm takes all of Google's 'vertical search engines' - like Google Video, Google News and Google Blogs - into consideration. In other words, simply sprinkling a few keywords around on a website isn't good enough anymore; more in-depth actions must be taken - and that's where SEO 2.0, comes into play.

With SEO 2.0, all of a company's digital assets are optimized. Web pages, videos, images, marketing collateral, blogs and even social media profiles are crafted and tweaked in order to be given preferential treatment within Google's entire suite of products. In turn, a company's digital assets are much more likely to appear within the coveted first page of results for a business's preferred keywords and key phrases. Investing in topnotch SEO 2.0 services is, therefore, a stellar investment - and can provide a few surprising benefits, as well.

In the past, the amount of paper waste that a company had to generate in order to spread its message could be considerable. Despite all of that effort, the results of such campaigns were often negligible. Happily, today's business owners can turn to the power of SEO 2.0 to not only enjoy exceptional marketing benefits, but to lessen the negative impact that they have on the environment. Going green has never been more critical, and companies that hope to appeal to environmentally conscious consumers must look for ways to spread their message without leaving a sprawling amount of paper waste in their wake.

Now, thanks to the NetBiz 'Get Green With SEO' campaign, it is more than possible to have your cake - and eat it, too - when it comes to advertising in an eco-friendly way. Enhancing your presence online is one of the very best ways to reach a large and varied audience, and to pump up your profitability along the way. Why sacrifice the health of the planet in order to advance your marketing scheme? With SEO 2.0, you no longer have to. Hire a knowledgeable and experienced SEO 2.0 firm to help you achieve unprecedented rankings on Google and other major search engines, and watch the traffic start streaming in - all without generating a lot of paper that will ultimately end up in a landfill, and without spending an exorbitant amount of money.

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