



Article published on February 22nd 2012 | [Seo](#)

Search engine optimisation is very much a part of the digital revolution and considered a new age technology in the new digital age. The reason SEO is considered in this way is due to the perception of the dinosaurs within marketing industry that have not moved on since the days of pen and paper. This type of marketing manager still believes that business is about going out and shaking hands and meeting people. Although there is still a big part of business it is no longer the only way as many companies will research the product or service they are looking for before choosing a company.

The golden age of newspapers and advert design is dead due to the rise of the digital revolution. Although these industries are much smaller they still exist in the digital age in a different form, in terms of online adverts to display advertising for example. The smart companies will see the market trend and start to evolve their business model to match the market place. Companies that remain only selling the traditional methods may still succeed in the digital age, but the modern companies will evolve as their customers do. These modern day companies will use the traditional forms of marketing like design and advertisement creation to help grow their business further. This type of company will use experience to design websites and media packs to still get the customer attention in a new way.

The trend of the digital is present in one of the most visible places in any town the high street. This is because if you walk down any high street in Britain you will see closed or relocated shops. The relocation of shops is key as businesses have realised that if they have get cheaper ground rate they keep more stock which they can sell online. Also the sales they get online makes up for any loss of revenue they get from not being on the street allowing them to increase their profit margin. The modern company will make sure that it marketing strategy cover area of the business from the traditional approach new age digital revolution including PPC, SEO, Mobile and a full social media strategy with the raise of sites like Facebook. The digital age is here to stay and shows no sign of dying unlike the traditional marketing managers who are dinosaurs and have not embraced the changing in consumer spending patterns.

In conclusion, for a company to survive in the digital age it needs to evolve with the market and embrace the change in technically as the world will not stand still so your company should always be moving as well to generate new revenue for your business. At the end of the day the most important thing to your company is the bottom line as this is a key element that will shape whether your business is growing or dying out like the dinosaur marketing managers

Article Source:

<http://www.articleside.com/seo-articles/seo-for-the-modern-company.htm> - [Article Side](#)

[Temple Young](#) - About Author:

Modern companies in the UK are embracing the digital revolution, and an a [SEO agency London](#) or a [marketing agency London](#) can help any company transition into the 21st century.

Article Keywords:

SEO, Online Marketing, Marketing

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!