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SEO IS A 'KEY TACTIC' FOR BUSINESSES



People in [IT sales and marketing](#) jobs might want to bear in mind the importance of search engine optimisation (SEO).

According to Gemma Greaves, marketing director at the Marketing Society, SEO manages to entice customers onto websites.

"The importance of using SEO effectively to a brand's and broader business advantage cannot be underestimated," she said.

She added that "in a similar way that retailers should not neglect the shop window's role in enticing customers into stores, not employing a thorough approach to SEO may prevent customers from finding [and] engaging with" other businesses.

Ms Greaves said the "increasingly technological landscape" has opened up the avenue for SEO to be used as a "key tactic" in an [IT marketing](#) strategy.

Mark Batchelor, managing director of Markman OTW, said social media marketing advertising needs more creativity because there is a "sea change going on in terms of marketing practice and market channels at the moment".

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