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If the Internet were Hollywood, then Search Engine Optimization would be one of its hottest celebrities. A few years ago, very few may have guessed how it would change the way marketing is done. Today, SEO is the driving force behind many successful businesses worldwide. It is, by far, the most preferred digital marketing strategy by various clients. SEO may look simple at a glance, but there is more to it than meets the eye.

People think that SEO is mainly about populating websites with keywords and URLs (Uniform Resource Locator), but there is certainly more to it than that. It is a brilliant mix of art, science, and technology integrated with clever marketing strategies. As the flag bearer of digital marketing, SEO boasts of various styles that make it more engaging to many companies. Like fashionable women who wear hats, SEO flaunts its various colored hats to the market.

Credible and legal digital marketing companies apply White Hat SEO techniques. It is considered the more ethical solution that yields quality hits. All efforts under White Hat SEO such as link building and keyword-embedded content adhere to the rules and guidelines of major search engines like Yahoo! and Google.

Generally, White Hat SEO makes use of quality content embedded with relevant and most searched keywords. So-called search engine "spiders" will crawl on these keywords and retrieve the site as an appropriate hit. This local business marketing technique requires adequate time to produce quality and unique content to pique the interest of Internet users.

Black Hat SEO, on the other hand, remains a point of contention especially among local marketing specialists. It is the very reason why people associate SEO with spamming and unrelated links. Black Hat also makes use of keywords and even meta-tags to attract search engine crawlers. However, it embeds both related and unrelated keywords. For example, a toy website which sells dolls may be embedded with both relevant and irrelevant keywords such as dolls for sale, troll families, trolls for sale, etc. Indeed, this technique does provide a high volume of hits and exposure; whether or not it is sustainable is another matter.

The influx of page views brought about by the engaging keywords may or may not be wasted once Internet users realize they have been somehow misled o. The website may risk losing its top ranking as site hits drop. In some cases, some sites are even banned from search engines altogether. In any case, clients should decide for themselves whether to use White Hat or Black Hat local SEO marketing techniques.

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