



Starr Tincup's focus on organic SEO innovation aligns with emerging trends

Starr Tincup, January 17, 2007

URL: <http://www.pr9.net/business/marketing/4997january.html>

B2B marketing firm anticipates higher SEO spending in 2007

PR9.NET January 17, 2007 - FT. WORTH, Texas – Starr Tincup, an integrated marketing firm for business-to-business software and services companies, will bolster organic search engine optimization (SEO) services for clients during 2007 in order to increase sales and marketing success. The firm anticipates higher organic SEO spending among business-to-business companies this year as companies become more aware of the benefits of organic SEO versus paid strategies.

Wikipedia defines organic SEO as the method used by Internet search engine users to find websites that have unpaid search engine listings, as opposed to websites with paid listings (also called pay-per-click advertisements) that are displayed as results of the search. Organic listings are more valued and last longer than paid listings. Internet search engine users also prefer organic results (or listings) over paid ones because the users have a higher regard for impartial results.

"Organic SEO is especially important for B2B companies like us because search engines are used heavily to find information or to search for products or services," said J. William Tincup, principal and co-founder of Starr Tincup. "There are several advantages that go along with successful organic SEO, namely an increased web presence and being considered a trusted source in the minds of consumers and other businesses looking for your products or services."

Tackling SEO from a technical standpoint is no longer sufficient. Starr Tincup currently provides clients with recommendations on how to be organically search optimized from both a technical and editorial standpoint, an advantage that a lot marketing firms and SEO experts cannot provide. While SEO experts can provide insight on how to technically improve organic search results, the website's creator, either Starr Tincup or the client, must have the skills necessary to write content that will improve the reader experience. It is not enough to simply have a search-optimized website; the site and its content must be user and reader friendly and provide a positive reader experience.

"We expect a rise in organic SEO spending as more B2B firms realize the importance of not only organic SEO, but also the need to write appropriate and relevant content for their websites," said Bret Starr, principal and co-founder of Starr Tincup. "Starr Tincup is at the forefront of this trend, and our clients are reaping the benefits."

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About Starr Tincup

Starr Tincup is an integrated marketing firm for business-to-business software and services companies. We help clients market smarter so they drive more revenue with better marketing ROI. Our scope of services includes consulting and planning, market research, sales and marketing infrastructure implementation and marketing program execution.

For more about Starr Tincup, visit their website at www.starrtincup.com or read their blog at <http://starrtincup.blogspot.com>.

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