

Digital Assets empowering Wetpaint's SEO

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If there is one unfortunate truth about search engine optimisation (SEO) it's that it takes time to deliver results.



When properly implemented, the results it does deliver are powerful, measurable and long-lasting. They also come with the reputational benefit that ranking well on search engines like Google is still associated with.

Unfortunately, none of that does a thing to help when you're trying to make awkward timeline explanations to clients who want to see results for their spend – three months in and you still have nothing to show? Forget it.

Thankfully, we're an agency made up of specialists possessed by passion for our respective fields and led by management that's always willing to leave the floor open to ideas from any department. One such idea that we've recently begun executing on, promises to completely revolutionise the way we do SEO.

We're calling them Wetpaint Digital Assets, and their development was the brainchild of our SEO & Digital Manager.

Without getting into all the behind-the-scenes nitty-gritty, let's just say that it can easily take six months to start seeing results from a traditionally run SEO campaign.

Remember, that is just to start seeing results. The results of well-run SEO campaigns don't top out at that point, and improvement is a steady and ongoing process. If you've ever spoken to a search guru, you'll already have heard that SEO is never quite finished – it's an exercise in constant, dedicated refinement.

This is a part of the reason for the popularity of AdWords and similar Pay-Per-Click services. The results are immediate and you know in short order whether or not you're targeting the right keywords or audience. The problem with this is that the organic rankings achieved by SEO engender more trust from searchers, and an SEO strategy tends to lead to a greater long-term accumulation of site visits.

That six-month wait time though, remains an obstacle. And that is where our Digital Assets come in.

When we deploy our Digital Assets on behalf of a client, we can cut that six months by as much as half, and potentially start seeing significant results only three months after rollout.

And that's just the beginning. As our digital team continues to refine these Digital Assets – developing new ones for different industries and perfecting those already deployed – their efficacy promises to increase and even better, faster results might be achievable in time.

If we're lucky, it won't be long before we never again have to tell a client that "SEO takes time" because, with Digital Assets, it no longer has to.

For more information about our Digital Assets, our SEO services, or any other way that we can help you to build your brand, don't hesitate to [get in touch with the team at Wetpaint](#) – The Little Big Agency.

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