

## Digital Clarity Release SEO Guides for Business

Guildford based Digital Marketing Agency release essential series of guides

# digital clarity

Surrey, Jun 15, 2020 ([Issuewire.com](http://Issuewire.com)) - [Digital Clarity](#), a pre-eminent digital consulting and marketing business, has released three guides on Search Engine Optimisation (SEO) aimed at helping businesses online.

The company has a long history with Google search both paid and organic, with these guides specifically focusing on three core areas:

- **The Importance of a Strong Internal Linking Strategy**
- **How to Get to the Top of Google**
- **How Much Does SEO Cost?**

Digital Clarity has created the guides due to feedback from customers with a genuine desire for companies to understand and improve their ranking. Normally referred to as SERPs or Search Engine Results Pages, the organic listings appear below the (paid for) Google Ads results.

The first guide [The Importance of a Strong Internal Linking Strategy](#) looks at the importance of creating a robust internal linking structure on your website, which helps Google look at the navigation of a website and index the site accordingly.

[How To Get To The Top Of Google](#) shares hints and tips on how to rank higher on Google, while the third guide, [How Much Does SEO Cost?](#) discusses the cost associated with SEO and the benefits of outsourcing SEO to specialist agencies.

[Reggie James](#), Managing Director of Digital Clarity said, “With the major effect that the Coronavirus pandemic is having on business as a whole, the shift to online has increased at a remarkable rate. This shift has not been without its complications – and the guides are there to help businesses “be found” by their customers in an increasingly crowded digital space.”



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