

Web Rocket Media Newsletter

February 2020



1.800.449.7250

Top Marketing Tips

1. Improve Your Content

Instead of writing tons of new content to boost your SEO, improving your already existing content can help boost your rankings. When it comes to your SEO, quality is more important than quantity.

2. Repurpose Content

In addition to improving your existing content, you can also repurpose it. You can create infographics, podcasts, eBooks, audio books, and more with what you already have on your page, giving your content more versatility.

3. Change Your Valentine's Day Strategy

While Valentine's Day is usually marketed toward couples in love, changing it up can help boost your marketing. As part of your marketing strategy, focus on sharing love with friends and family instead of romantic partners, or even loving yourself. This can be a great boost to your February SEO.

The Latest Algorithm Updates on Google

Google released its "January 2020 Core Algorithm Update" in mid-January, and it was a large update. This update has more advances in the language of searches, helping find more accurate results. Search results are looking for documents that are that topic exactly, instead of high-authority category pages that have the keywords for the requested content.



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We are proud to announce we have partnered with **Constant Contact!**

Constant Contact has been the leader in email marketing for small businesses for over 20 years. Their services are tailored for your company, and they offer everything from full service to teaching a business how to set up their digital marketing effectively themselves.

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Web Rocket Media's Featured Blog

Our featured blog this month is *SEO Trends to Watch in 2020*.

"The new year brings with it new opportunities for your SEO marketing. It is time to look at what SEO trends may be the most important this year to stay on top of your SEO. These are some of the top SEO trends to watch in 2020."

[Read more.](#)

