

# 50 TOP

## SEO AGENCIES

The search engine optimization (SEO) industry has seen better days. While it will come as no surprise that search and SEO remains a core marketing strategy for many Web businesses, social media — and thus, social media optimization — is gaining ground, and quickly.

Marketing Sherpa polled 2,300 communication specialists and, in early February 2010, reported that 79 percent of participants in the retail and e-commerce segment expect to heighten their social media outlay this year. That revelation signals a new age for Internet marketing — perhaps one where SEO takes a back seat.

The Web is now seeing the evolution from optimizing websites for better placement in search engines, to optimizing content (and the channels on which the content appears) to build stronger relationships with existing customers and prospects, regardless of their Web or real world location.

While it may seem to some that SEO and social media optimization (SMO) are worlds apart, in reality, they are not. In fact, you can be sure that most top SEOs are also focused on social media. With websites increasingly relying on social media for traffic, engagement, and even conversions, SEO agencies have little choice than to jump in the mix right now. This will be magnified in the future. Those who will excel at SEO and SMO are those who are best able to create a level of respect and trust with their audience, and can control the tone and direction of content.

Regardless of where search engines or social networks end up in the commercial Web's evolution, SEO still provides the best opportunity to drive awareness and sales, as it stands today. SEO agencies, such as those listed on this month's *Website Magazine* Top 50, have proven they have the skills and savvy to get clients competitive rankings on search engines.

With Facebook becoming a significant traffic source for many Web professionals, engagement deepening on Twitter, and mobile users spending more time within applications, SEO agencies that realize the evolution of the current landscape and its new direction are those that will remain long after SEO as a practice no longer exists. ■

### ABOUT THIS RANKED DATA

*Website Magazine's* Top 50 rankings are a measure of a website's popularity. Ranks are calculated using a proprietary method that focuses on average daily unique visitors and page views over a specified period of time as reported by multiple data sources. The website with the highest combination of factors is ranked in the first position. Conducting research, making formal comparisons and talking to existing clients and users before making purchasing decisions is always recommended when selecting any vendor.

### WEBSITES

1. ebrandz.com
2. seo.com
3. **nationalpositions.com** →
4. beanstalk-inc.com
5. seoinc.com
6. iprospect.com
7. seoimage.com
8. **customermagnetism.com** →
9. evisibility.com
10. rankpay.com
11. seop.com
12. 97thfloor.com
13. thesearchagency.com
14. seerinteractive.com
15. atlantaseoworks.com
16. webmetro.com
17. highposition.net
18. intrapromote.com
19. webpagefx.com
20. **increasevisibility.com** →
21. thinkbigsites.com
22. jump2top.com
23. exclusiveconcepts.com
24. **seocompany.com** →
25. websitebreakthrough.com
26. loveclients.com
27. crexendo.com
28. webwisemediam.com
29. pagetraffic.com
30. weblinx.biz
31. outrider.com
32. exa.com.au
33. leveragemarketing.net
34. anuvatech.com
35. firstinsearch.com
36. seosapien.com
37. seo-gurus.net
38. peakpositions.com
39. qualifiedimpressions.com
40. slingshotseo.com
41. **ResolutionMedia.com** →
42. eliteseomarketing.com
43. e-storm.com
44. keywordperformance.com
45. ephricon.com
46. seologist.com
47. webimax.com
48. whitehatmedia.com
49. directhitsolutions.com
50. positionresearch.com

