

[Back](#)

[Content Marketing, Marketing](#)

SEO and Content: Compatibility is Key

By [Rebecca McIntyre](#) on October 8, 2014

Do you create and publish digital content? If so, read closely.

There's a slight controversy in the content marketing world that has to do with SEO. Namely, does SEO fit with content marketing? Are they compatible? Is one more essential than the other? Arguably, the best way to resolve this is to establish a balance in which they work together to provide the highest value for your business. Even the biggest, most gung-ho proponents of content marketing would most likely acknowledge SEO's value and that content and digital marketers must take it into account.



That being said, something has changed. Due to Google's new algorithm, creating high-quality content is more important than ever. That doesn't mean that SEO isn't important. It's just that, well, the rules of SEO have shifted slightly.

In a recent PR Daily article, Sarah Skerik, PR Newswire's vice president of strategic communications & content, wrote, "Google interprets user actions as important indicators of content quality, working on the assumption that people won't like, share, post, or click on content they don't consider useful or interesting."

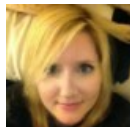
With that in mind, there are some simple tactics that you can use to improve your content's searchability, such as creating longer articles or posts, including a call to action, writing naturally (while also incorporating key words), and using images.

For more details and additional tactics, check out this PR Daily article, [4 SEO tactics for content creators](#).

Opentopic makes it surprisingly simple for marketers to engage and acquire customers with a steady stream of meaningful content. Ready to get started? Our team is ready to help. [Contact us](#) to find out what Opentopic can do for you.

[About the Author](#)

[Latest Posts](#)



About Rebecca McIntyre

Rebecca is the Marketing Manager at Opentopic. She has worked as a marketing communicator in a wide variety of fields, ranging from architecture to financial services to communications consultancies. As a passionate writer and content marketer, she decided to join the startup world--and is loving it! She enjoys connecting with people, so feel free to reach out to her on Twitter.



[Content](#) [Digital Marketing](#) [Google](#) [PR Daily](#) [Search Engine Optimization](#) [SEO](#)

[Previous](#)

[Next](#)

SUBSCRIBE TO OUR NEWSLETTER

SUBSCRIBE

FOLLOW US

RELATED POSTS



Content Marketing Inspiration: Toshiba Medical



Content Marketer Origin Stories – Part 8



This Week in Content: Nov. 29 – Dec. 5

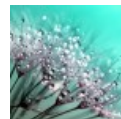
MOST POPULAR POSTS



Content Marketing Spotlight Series: A Q&A With Janet Granger



Your 2015 Content Marketing Checklist



Content Marketer Origin Stories – Part 8

0 comments



Add a comment...

Comment

Facebook social plugin

[We are Hiring](#) [Plans](#) [Contact Us](#) [Glossary](#) [FAQ](#) [Terms of Use](#) [Privacy Policy](#) [Sitemap](#)

Opentopic's content marketing platform makes it easy for brands to quickly discover, curate, and publish engaging content online.

Copyright © 2014 Opentopic