

## Branding Through SEO

What sort is all about?

Though some things are considered to be part of a brand, a sort is essentially the representation of the customers towards a product. This representation is such more essential than the realizable attributes that are commonly associated to a brand, same the name, logo, packaging and things that symbolically represent a product. The representation of the users is responsible for the justness of a sort or a sort value. How exactly brands support to sell?

According to Davis Aaker, the Vice Chairman of Prophet, creator of the Aaker Model<sup>®</sup>, and an eminent teacher and illustrator on branding and marketing, brands hit justness because they hit high awareness, some loyal customers, and a high reputation for detected quality. It is a generalized trend that consumers prefer high-equity brands because they find it easier to interpret what benefits the sort offers, feel more overconfident of it and intend more satisfaction from using it. This sort justness or representation most a creation cannot be developed overnight. It takes considerable amount of time and conscious efforts to found a sort in the consumers's psyche. Why it's a different ball mettlesome when it comes to World Wide Web?

Advertising and other marketing efforts are the most widely used mediums for establishing a sort and antiquity sort value. Much same the conventional process of sort building, online business or e-commerce is also heavily dependent on advertising and online marketing campaigns. Why see engines are so essential for online sort building?

As major portion the online buyers depend on the see engine results to find the creation or services they are looking for, see engines are undoubtedly the most coercive medium for antiquity a sort in the online business.

According to a recent study, 62% of see engine users look no further than the prototypal page of the see results and 90% of them do not go beyond the prototypal threesome pages of the see engine result to select a place for making purchase. Moreover, 36% of see engine users believe that the top ranking companies at the see engine result pages are top companies in that individual industry.