

SEO for Growth Launched in Austin

Tylerica Marketing Systems Principal Jeff Stec was chosen as one of the first Certified SEO for Growth Consultants.

AUSTIN, TX, UNITED STATES, December 14, 2017 /EINPresswire.com/ -- Austin is now one of the elite locations to offer marketing activated websites based on the best-selling book: [SEO for Growth](#) by John Jantsch, author of the best-selling [Duct Tape Marketing](#) and creator of the Duct Tape Marketing System™, and Phil Singleton, an experienced SEO consultant with years of experience at the local, regional, and national levels. SEO for Growth contains valuable tips on how to leverage the new rules of search engine optimization to make sure a business' website gets found online.

Jeff Stec, Principal of Tylerica Marketing Systems in Austin, TX, was chosen as one of the first certified SEO Consultants through SEO for Growth. Tylerica Marketing Systems focuses on integrated small business marketing solutions in the Austin metro area and beyond. This includes Marketing Strategy, Marketing System development and training, and Managed Marketing Services.

"Marketing a small business in the digital age can seem to be a daunting task for many small businesses due to the many moving parts that need to work together. As a result, many business owners just try the latest fad tactic without giving enough thought to how that tactic fits into their overall marketing system, and then they wonder why it didn't work as expected. Take SEO, for example. The objective should not be to simply get on page one, but rather it should be to lead ideal clients to engage with a business because they recognize the value that business offers to help solve their problems," Stec said.

Jeff is also a Duct Tape Marketing Certified Consultant, a Duct Tape Marketing Total Online Presence Expert, and he is Inbound Certified and Content Marketing Certified by HubSpot Academy. He is also a contributing author to the book "Renewable Referrals: How to Cultivate More Profits."

In addition to his marketing agency experience, Jeff has consulting background in the high-tech world, and over 15 years of hands-on small business experience having owned diverse businesses such as a successful house painting franchise and an aircraft leaseback company. Stec joined the Duct Tape Marketing network in 2012 and now SEO for Growth to help small business owners overcome the hurdles they face in effectively marketing their businesses.

[Austin SEO for Growth](#) is a top Austin digital marketing agency that is based on the principles of Duct Tape Marketing. It is made up of experienced professionals, providing the Austin area businesses with:

* Inbound marketing strategies



SEO for Growth Certified Consultant

- * Designing and developing websites that are search engine friendly
- * Social media marketing services
- * Content marketing
- * Reputation management
- * And more!

The Duct Tape Marketing strategy is a concept that provides small businesses with a simple, effective, and affordable marketing strategy. John Jantsch is a marketing consultant, speaker and author of Duct Tape Marketing, Duct Tape Selling, The Commitment Engine, The Referral Engine, and SEO for Growth. He is the creator of the Duct Tape Marketing System and Duct Tape Marketing Consulting Network that trains and licenses small business marketing consultants around the world. John describes the Duct Tape Marketing philosophy as follows:

"Just as any handyman will tell you that a roll of Duct Tape is the single most useful tool in their toolbox - one they would never be without - so I began to understand that small business marketing must be simple, affordable, always-at-the-ready, and effective at solving any of a host of problems."

Search Engine Optimization, or SEO, started out as a "dark art" designed for ways to trick search engines into making specific web content or websites show up in the top results. Because search engines are looking to give the searcher the most accurate and useful content possible, based on the search criteria entered, keyword research and planning are key elements to successful results.

SEO for Growth is a concept that embeds SEO into the first stages of website design, not as an afterthought. It reinforces an inbound strategy as a necessity for getting found online and growing business. It provides a complete SEO roadmap to all the right places from content to keywords to analytics so your customers can easily find your business and your business can find success.

Jeff Stec
Austin SEO for Growth
(512) 982-9611
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

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