



web2market

NEWSLETTER

Digital Marketing Update



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Building your business.

OUR SERVICES

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THE HOLISTIC APPROACH TO SEO

In digital marketing and SEO, it's easy to get caught up in the latest trends and buzzwords. Some may claim keyword research is over, while others claim that topics and entities are the new SEO frontier. But don't be too quick to dismiss the importance of good old keyword research.

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DIGITAL MARKETING SUPPORT PACKAGES

In today's fast-paced world, a strong digital presence is not just an option; it's a necessity. Whether you're a small startup or an established enterprise, our comprehensive digital marketing services are designed to drive your business to new heights.

[Find out more](#)




WHAT TO EXPECT IN 2024

Let's start with what will be missing from the marketing mix from 2024:

- Universal analytics data - due to be removed in July 2024
- Third-party cookies - should finish the phase-out by the end of the year

Out with the old and in with the new, well not so new but most definitely improving AI, set to be the biggest game changer in 2024 is your marketing strategy ready for a whole new world?

Ready for changes in 2024 - talk to our team

WHO ARE WEB2MARKET?

An experienced, qualified and passionate digital marketing team, working hard to achieve your business goals through targeted marketing strategies.

Based in Peterborough with a remote team working as outsourced digital marketing support partners across the UK

[Find out more](#)



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