

**Content Marketing Strategies For Professionals:  
How To Use Content Marketing And SEO To  
Communicate With Impact, Generate Sales And Get  
Found By Search Engines**

**By Bruce Clay**



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content marketing, SEO. Search engines look at SEO in both a good perspective and a bad perspective. The good perspective holds that ethical internet marketing

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Search engine optimization came into use in 1997. Sullivan credits Bruce Clay as being one of as creating content for users, not for search engines, [http://en.wikipedia.org/wiki/Search\\_engine\\_optimization](http://en.wikipedia.org/wiki/Search_engine_optimization)

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