



What AEC firms need to know about **GOOGLE'S 'helpful content' ALGORITHM UPDATE**

Hi Shelby,

And just like that, we're prepping our out-of-office replies and putting a red bow on all our 2022 projects.

We strongly believe that valuable content lives on the Nice List, not the Nice-to-Have List. And Google agrees.

As the search platform increasingly becomes the way clients find their way to you, it's more important than ever to make sure you show up (and show up quickly) on Google's search pages. But how? Especially when Google is getting "smarter" and throwing search-result gold stars at the content it deems better?

In Marja's latest *INKsights* post, she outlines how AEC firms can strengthen their content, as well as avoid pitfalls that result in a lump of coal from Google's search rankings.

Cheers and happy holidays,

Steven

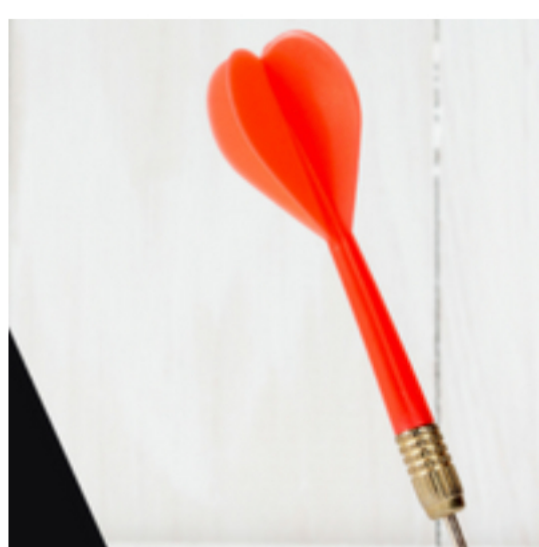
[READ MORE](#)

Related Posts



[7 ways to overcome content marketing's biggest challenge: just getting it done](#)

While simply "getting it done" seems like a low bar to aim for, it is often the most challenging hurdle to content marketing success. It's the same when tackling your holiday gift shopping: Getting started can be the hardest part, but the magic of giving makes it all worth it. So how can you get your butt out of bed and aboard that content marketing sleigh ride?



[9 ways AEC firms are missing the mark with content marketing](#)

The number-one challenge for B2B marketers (according to 65% of respondents in one survey) is generating traffic and leads. Sound familiar? If generating new business is on your wish list, good content marketing can help. But if you're committing any of these nine content no-nos, you're only making it harder for leads to fall into your lap and win projects.

Spill the Ink Podcast



[Building AEC websites that attract new business and support operations](#)

An architecture, engineering and construction (AEC) firm's website is arguably its most valuable marketing asset — but its utility can be stretched even further with the right approach. Your website can be transformed into a state-of-the-art tool that both empowers B2B buyers to make decisions based on your portfolio and creates automated efficiencies for your business.

At Reputation Ink, we strive to be on the Nice List with our holiday marketing campaigns.

Check out our holiday marketing of years past to see how we ring in the season.

2021
That's a wrap!



'Tis the season! Our team takes great pride in our award-winning holiday videos. Our 2022 video will be coming your way later this week, so stay tuned! In the meantime, if you're anxious to get into the holiday spirit, [check out our videos](#) from previous years.

<p>ABOUT US:</p> <p>Reputation Ink is a public relations and content marketing agency focused on professional services firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.</p>	<p>CONTACT US:</p> <p>Reputation Ink P.O. Box 13190 Jacksonville, FL 32206 904-374-5733 www.rep-ink.com</p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------