

Top Search Engine Optimization Firm Changes Its Name

Top SEO company Beanstalk Search Engine Positioning, Inc. has formally changes it's name to Beanstalk Search Engine Optimization, Inc. This change reflects adjustments in the popularity of specific terms used to identify the industry itself.

Victoria, BC (PRWEB) July 15, 2008 -- In an effort to further enhance their brand identity, Beanstalk Search Engine Positioning, Inc. has formally changed their name to [Beanstalk Search Engine Optimization, Inc.](#) As business owners have become more educated and familiar with the search engine marketing industry the terminology used to describe it has become more specific. Beanstalk has changed their name to reflect this adjustment in visitor behavior.

"The world of online marketing is changing," says Beanstalk CEO Dave Davies, "and we have to change with it. When the company was first founded back in 2004 - the terms used to describe the services we offer were varied. As the industry has evolved and consumers better informed and educated the terms used have become more solidified. A name reflects who you are - and our name needs to reflect what consumers identify with in our industry."

When asked about the name change in relation to the optimization of their own site Dave chuckled, "Of course we can't ignore the effects of having the ability to more easily work on some of the top keywords in our industry. That said, we already rank very well for "seo services" which is and will continue to be our primary focus. In this case, the ability to target new, more highly searched phrases than "search engine positioning" is an added bonus but not our primary motivation. Branding is the key in our current marketing efforts and associating our company with some of the top words used to describe our industry is a big part of that effort."

The change is now reflected across the Beanstalk site, "with the exception being on our [SEO blog](#)", Dave points out. "If we wrote as Beanstalk Search Engine Positioning, Inc. in a post two years ago then it will remain that way in that post. All new posts will of course reflect the new name."

The change will not affect clients or the services offered by Beanstalk. They will continue to offer guaranteed SEO services to their clients as well as consulting, training and link building. Sticking with their long-held beliefs, they will not be expanding services into other search engine marketing areas such as pay-per-click. "It has been and hopefully continues to be clear from our name," begins Dave when asked about adding new services, "that what we do is organic search engine optimization. The search marketing industry is a huge one and I personally believe that our clients are better served if we provide excellence in our area and refer them to others for other areas. When we have clients who want pay-per-click or social media marketing we send them to firms that specialize in just that. That always has been and will continue to be our philosophy so no, we won't be adding in any new services. Heck, there's enough going on in the organic realm to keep 10 of me busy - I'll leave paid search or social media to those who love it as much as I love the organic side rather than be second best (or worse) at all of them."

About Beanstalk Search Engine Optimization, Inc.

Beanstalk Search Engine Optimization, Inc. is a leading SEO company. Located in Victoria, BC, Canada Beanstalk offers it's services worldwide with the majority of it's client base located int eh continental United States.

Dave Davies is the CEO of [Beanstalk Search Engine Optimization, Inc.](#) Dave co-authored the second version of the [Search Engine Marketing Kit](#) for SitePoint.com, is the co-host of a weekly radio show on Search Engine Optimization on [WebmasterRadio.fm](#) and has spoken at numerous conferences on a variety of subjects related to organic search engine optimization.

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