

AS SEEN IN *Fortune, Forbes & Entrepreneur*

**CINCINNATI
BUSINESS LEADERS**

SEARCH ENGINE DISRUPTORS

An ambitious company is changing the online marketing industry, one keyword and backlink at a time.



When digital marketing experts Tim Warren and Paul DeMott took stock of the online marketing industry years ago, they noticed an imbalance. Companies that could benefit from search marketing rarely understood how it worked, and marketing agencies that promised to help them were peddling substandard services.

“We saw a need for a company that could bring solutions and recommendations based on real data and science,” DeMott says.

That company is Helium SEO, launched in 2018 by Warren, its CEO, and DeMott, its chief technology officer. With five offices in the U.S. and headquarters in Cincinnati, it’s a fast-growing company with an ambitious mission: “We’re trying to change the entire online marketing industry,” Warren says. “Many businesses see SEO as an optional advertising channel, but in 2020, we argue that it’s just a cost of doing business. You need SEO to be found online.”

SEO AND SEM DEMYSTIFIED

Though some people have a vague understanding of search engine optimization (SEO) and

search engine marketing (SEM), terms like “backlinks” and “long-tail keywords” often draw blank stares. This confusion underpins myths about how search marketing works, who needs it, and whether it’s worth the investment.

“Smaller companies often think, ‘I can’t compete online unless I have a huge budget,’” DeMott says. “That’s not true. Every business can do well online once you understand your size, budget, and niche. With the right technology and a partner like Helium, you’ll know what you can show up for.”

Think of a national chain restaurant versus a local food truck. The national restaurant advertises on TV, billboards, and radio. A food truck can’t compete with that, but it can show up outside an office building at 11:45 a.m. to greet the hungry lunchtime crowd. “If your company and marketing budget are small, you need to be the food truck in front of the building,” says Warren. “In other words, be as close to the purchasing point as possible.”

The path to that purchasing point consists of keywords placed strategically in website content; the smaller the company, the more specific and long-tailed those keywords should be. This

strategy applies not only to e-commerce stores, but also to business-to-business companies with long sales cycles, DeMott says.

However, keyword-laden content alone won’t gain attention. To optimize searches, Helium relies on its proprietary artificial intelligence (AI) technology that establishes backlinks from authoritative websites. “By finding and acquiring backlinks that are safe and recognized by Google, we can power our clients’ sites to rank for researching and purchasing keywords,” DeMott says.

Most marketing agencies can’t offer this caliber of SEO and SEM guidance because they don’t possess Helium’s deep-seated knowledge. “We’re an engineering-focused company that works in marketing rather than a creative advertising shop that also does SEO,” Warren explains. “We know how this works.”

That’s why transparency and client education rank high at Helium. The company even offers free consultations and competitive analyses for companies curious about its services. “This is all a learning process,” says DeMott. “We want our clients to understand what we’re doing, how much it will cost, and why it’s valuable.”



513-563-3065 | helium-seo.com