Do Links Still Matter for SEO?

Here’s a shocker for you: the SEO landscape is changing. Just when you think you’ve mastered the basics, the ground shifts beneath your feet. Marketers are used to the goal posts constantly moving when it comes to SEO. But the one thing that’s always been constant over the years is links. Links, links, links. Companies… https://www.adweek.com/digital/do-links-still-matter-for-seo/