

BULLDOG
Award Winner

Backtalk

News and Views from
Landis Communications INC. (LCI)



landis communications inc.
public relations • social media • digital

Share. Engage. Participate. Influence.

**LCI is pleased to
welcome our
newest clients:**



Tower Two

ONE RINCON HILL

TROON PACIFIC

Watch This Space

LCI Expands Services (Clients Asked, We Listened)

If one thing is certain, it's change. Embracing the needs of clients, and the talents of new staffers, LCI has expanded its practice areas in marketing, digital, video and social media.

Content management, video promotion, application development, paid marketing and other integrated outbound communication solutions are now created in-house by a stellar team of senior LCI professionals. LCI's award-winning social media programs are also enhanced by the addition of increased digital services.

Why expand? Because servicing clients is our business - and our clients are asking for integrated services. "The addition of Sean Dowdall, David Cumpston and Eric Steckel to the LCI staff represents our commitment to fulfilling the needs of all current and future clients -



LCI has some exciting news to share...soon.

Watch for our announcement in the coming weeks. In the meantime, learn more about our expanded services from this [video!](#)

SEO Shake Up - Are You Ready for the New Google Guidelines?



Google's new webmaster guidelines - the ones that decide how links (and therefore Page Rank) are treated by the search engine - recently created a

including two of the most recent, Troon Pacific and One Rincon Hill," said David Landis, president and CEO of LCI. "This new team allows LCI to expand digital, marketing and video offerings as well as grow our mainstay public relations and social media practice areas. Our ability to provide daily, senior-level expertise on every piece of business is paramount to who we are and we're excited to leverage their expertise as we continue executing our strategic growth plan."

If you'd like to learn more about the new services LCI offers, please contact LCI's new General Manager Sean Dowdall (sean@landispr.com).

New Faces at LCI

"The world of communications changes constantly. People are finding and consuming information in new ways and our clients' messages need to be just right: right there and right then. I'm leading LCI's expansion of our marketing and digital services which help fully integrate communications programs. These additional services complement what LCI has always expertly provided, which is strategic guidance to create brand symmetry and message amplification"



storm of tumult within the marketing and public relations community. In a classic New Coke vs. Old Coke firestorm, PR pros and marketers fretted over how the guidelines (which limit the number of times you can repeat phrases or keywords and the number of contextual links to outside websites) would affect brand SEO (search engine optimization).

But fear not, readers! LCI's popular blog, Backtalk, went right to the expert for some (sane) analysis. **Lisa Bishop**, LCI's SEO consultant, has a simple solution for ensuring that press releases and other marketing materials adhere to guidelines while still remaining effective - add a "no follow" tag to keywords that repeat. For all the detailed info, [read the complete blog post here](#).

The most important point in Google's change is a strategic one: as they say, "create unique, relevant content that can naturally gain popularity in the Internet community." Precisely! This is the goal

for our clients."

**-- Sean Dowdall
General Manager and Chief Marketing Officer**



"I've represented brands from all sorts of industries... hospitality, tech, even organic food. Bottom line is still the same - client service. LCI is a great place for me to integrate all the resources a client has to tell their story - consistently, creatively, and transparently. I've been doing this for 15 years, but I still have a lot of stories to tell."

**-- David Cumpston
Director, Client Services**

"Remember when online video was just a swirling disc that said 'buffering'? I've been lucky to work in digital since its inception, and watch consumer adoption rates skyrocket. If a client isn't using all the digital assets they have to communicate with their audience - well, either they don't know how or they don't have time. That's where LCI comes in...with an



of content management, integrated marketing solutions and overall good PR. (Note: please see main article to the right)!

LCI is part of the Public Relations Global Network (PRGN)

Join Our Mailing List!

app, video seeding, production..."

***-- Eric Steckel
Digital Media Strategist***



Let's get social. Follow, like and engage with LCI!



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