



Bruce Clay Australia Has Partnered with The Australian Marketing Institute to Enhance the SEO Skills of Marketing Professionals

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Commenting on the partnership AMI Director, Andrew Thornton, said, "We recognise the importance of SEO and how it can effectively work like a catalyst in helping AMI leverage the power of the Internet and reach its target audience."

The partnership will create value for AMI Members and work towards building content marketing and SEO skills amongst marketing professionals via Bruce Clay Australia's experience and thought leadership which will be made available to AMI members via blog posts, panel discussion and webinars. AMI members will also have the opportunity to enhance their SEO skills via the Bruce Clay SEO Training Masterclass in August.

This partnership is very important for Bruce Clay Australia and Sid Lal, MD, BCA says, "We recognise that we have just re-entered the Australian market after a hiatus of 6 years. The AMI with its significant reach gives us the ideal platform to put the Bruce Clay brand in front of Australian Marketing Professionals".

Throughout 2020, Bruce Clay was and will be involved in a number of AMI events including the 2020 Prediction Series (NSW), Senior Marketers Events and 2020 AMI Awards for Marketing Excellence.

Creating hero content is a pre-requisite for ranking on Google. Thus, Bruce Clay is more than happy to sponsor the Content Marketing award and do its part to reward and nurture home grown marketing talent.

For further information or any queries please contact:

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About Bruce Clay Australia (BCA)

Bruce Clay has been a recognised leader in Search Marketing since 1996 with a focus on Search Engine Optimisation (SEO). Our Sydney office provides services across the entire Digital Marketing spectrum: SEO, Google Ads, SEM, Web Design, Content Marketing, & SEO Training. We have helped hundreds of companies across the globe achieve 1st page rankings on Google. We are an award-winning company with proprietary SEO software and thought leadership and we work with global organisations across our offices in Los Angeles, Dubai, Delhi, Tokyo & Sydney. Connect with us now on 1300 732 734 or www.BruceClay.com/au/ if you would like your website to achieve higher search rankings & increase website traffic and sales.

About the Australian Marketing Institute (AMI)

The Australian Marketing Institute (AMI) is the requisite organisation for professional marketers and authoritative voice of Marketing in Australia. With the largest network of marketers in Australia, the Australian Marketing Institute has been supporting progress in the careers of our members and advancing the marketing profession since 1933. For details about AMI, please visit: <https://www.ami.org.au/>

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