

The SEO Works Crowned Global Search Agency of the Year

Industry experts choose The SEO Works at the Global Agency Awards 2024



South Yorkshire, United Kingdom Jun 27, 2024 ([Issuewire.com](https://www.issuewire.com)) - [The SEO Works](#), a leading digital marketing agency, has been honoured with the prestigious **Integrated Search Agency of the Year** award at the Global Agency Awards 2024. This accolade recognises the agency's ability to deliver comprehensive and innovative search strategies that drive outstanding results for clients worldwide.

The Global Agency Awards celebrate the transformative impact of agencies across the globe, highlighting the strategies and campaigns that organisations use to grow in the digital age. Since its inception in 2020, the awards have celebrated top agencies, from creative and design to marketing and public relations.

Recognition from Industry Experts

The judging panel is composed of marketing experts and industry veterans, this year including representatives from Sainsbury's, Parkdean Resorts, Dunkin' Donuts and Manchester Metropolitan University. Judging follows a robust two-step judging process that includes pre-scoring to establish a shortlist and judge voting to determine winners.

The SEO Works was praised for its unique approach and tangible impact, highlighting innovative solutions and a clear, results-driven narrative. Judges were impressed by The SEO Works' focus on

fostering a positive and results-oriented work environment.

The judges said, *"The SEO Works illustrates the clear correlation between employee satisfaction and client success. The recent work section stands out ... showcasing the agency's innovative solutions and tangible impact. The narrative, prioritising people and highlighting the brilliant 'strategy on a page' inclusion, truly resonates, demonstrating a commitment to holistic success."*

At the same event, The SEO Works won a second award for "Best PPC Campaign". Commenting on this, the judges said: *"The SEO Works clearly demonstrated the need for this campaign with a well-defined business problem and expertly utilised all available tools to create a tailored strategy. Their approach to reinvest the budget into more profitable areas proved highly effective, as evidenced by the significant results. Additionally, their impressive use of first-party data reduced costs, showcasing their strategic ingenuity"*.

Global Recognition for Search Excellence

This award solidifies The SEO Works' position as a global leader in digital marketing. Their dedication to client success, employee well-being, and innovative strategies positions them perfectly to continue delivering exceptional results for businesses worldwide.

"Winning Best Global Integrated Search Agency is a fantastic achievement and demonstrates the talent and results-focused culture of our hardworking team," said Ben Foster, CEO of The SEO Works. *"We're delighted to be able to demonstrate our ability to get results for clients with an integrated search strategy on the global stage."*

About The SEO Works

The SEO Works are the digital growth experts. They offer a comprehensive suite of digital marketing services, from [SEO Services](#) and [PPC Services](#), to [Digital PR](#), [paid social](#) and [web](#). With a focus on integrated search strategies and a commitment providing a real return on investment, The SEO Works is a trusted partner for leading brands and prospering SMEs.



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