

The New Era of Digital Marketing: How Sponsored Posts Lead Web Positioning

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Seo

In the highly competitive world of digital marketing, every detail matters. Among the strategies that have evolved the most in recent years, sponsored posts with dofollow links stand out as a tool that, when applied with precision and authenticity, allows companies, brands, and institutions to boost their visibility on Google, enhance their online reputation, and generate high-quality organic visits.

A sponsored post is essentially an article published in a reputable digital medium that presents a product, service, or brand from a positive and non-intrusive perspective. Unlike traditional advertising, this type of content is integrated into the editorial line of the medium, which builds trust with the reader and avoids penalties from search engines.

How they work and why they rank

These articles are usually supported by a detailed briefing, audiovisual material, or specific references, and are distinguished by including strategic dofollow links in relevant keywords. These links redirect directly to the company's website, adding value both for the user and the brand.

The key to success in a sponsored post is that it must be more than just an ad ? it should be a quality article: natural, practical, and aligned with the readers' interests. This balance between promotion and credibility is what makes them one of the most effective SEO elements today.

Advantages of sponsored posts

The benefits of this strategy are multiple:

Improve web positioning: by being published in authoritative media, dofollow links transfer relevance to the promoted site.

Generate quality traffic: users reach the product or service through content that already provides value.

Strengthen online reputation: appearing in well-positioned media adds prestige and credibility to brands.

Long-term strategy: unlike conventional ads, these articles remain published indefinitely, ensuring a permanent online presence.

Girona Noticias, over 20 years serving digital communication

In Catalonia, one of the best-positioned media on Google is Gironanoticies.com, the flagship digital outlet of Grupo GN, which has now surpassed 20 years of experience dedicated to publishing high-quality sponsored content. The service is available to companies, organizations, and institutions seeking visibility on the internet through a broad network of media: from Gironanoticies.com, Barcelonanoticies.com, Lleidanoticies.com, Costabravagirona.org, Elmundofinanciero.com, and more than one hundred other portals across Spain and different countries worldwide.

With this infrastructure, Grupo GN has consolidated itself as a strategic partner for brands that want to climb Google rankings, improve their SEO, and reinforce their digital presence.

Contact for interested companies

Companies wishing to take advantage of this content marketing strategy can contact the group directly at:
administracio@gironanoticies.com