



SEO Houston Pros Comments On Google's Latest Update

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SEO Houston Pros, a search engine optimization and digital marketing agency based out of Houston, Texas, recently remarked on Google's latest algorithm update and how it could affect local business.

Dubbed the "Medic" core update, the major change in Google's core algorithm in its search engine was deployed on August 1st, 2018, and immediately had an impact on search results web-wide, particularly in the medical and health categories. However, according to the company, the update also affected organic and local listings.

"The sites that really took a hit with this update are what we call 'YMYL' or 'Your Money Your Life' sites," said Garrett Laidler of SEO Houston Pros. According to experts YMYL sites are websites that focus on wellness, money, health and financial stability. "It looks like the algorithm switched to make local business listings more favorable, which is good news for local business owners."

Google announced the update over Twitter, explaining that their guidance about the update would be similar to a core update released back in March of 2018. When asked about how sites can improve their rankings

after being negatively affected by the update, Google's Public Search Liaison Danny Sullivan commented that they should "Just create great content."

Laidler said, "While what Danny Sullivan said could be taken as just another vague statement from Google about how to improve your site, what he really means is that content is still king. Great content means that people will flock to your site to find out more information about your business. As an SEO Expert in Houston, I and my team can get your site listed at the top of Google search results."

One of the biggest takeaways from the update was the improvement of local search results. Businesses with multiple locations found that they were being knocked down in rankings to more favorably ranked local businesses. Where before, multi-location business may have ranked 2nd or 3rd in rankings, they were replaced by local businesses in those rankings afterward.

Other experts think that the YMYL sites may have a connection to authority and trust signals that Google looks for in its algorithm. Many speculate that E-A-T signals (Expertise, Authoritativeness and Trust) may be at the core of why many health and wellness saw a drop and local businesses saw a boost.

"Favoring local businesses in rankings is huge," Laidler states. "That not only means it will be easier for people to find you, you have an opportunity to become an authority for your business that people trust. And trust is a big deal when you want to stay on top of your rankings, regardless of the type of business you're running. We can help create the content for your site that will send it soaring."

For over 10 years, SEO Houston Pros has been helping businesses rank at the top of search engines with consistent, quality digital marketing and search engine optimization. Their suite of services includes Pay-Per-Click (PPC) marketing, social media marketing, reputation management, video marketing, and much more.

The kind of quality SEO Houston Pros offers for local business is reflected in their reviews. Sara C. on Google Maps said, "My husband and I own a landscaping business, and called SEO Houston Pros to see what they could do with our online marketing. Not only did they have us in the maps in under what they quoted, but we started to generate calls far before the 6 to 9 month range that every other SEO company quoted. We are so pleased with the results we have received from them. They are truly SEO experts! Highly recommend."

"Clients look at us as the ultimate Local SEO consultant and that's exactly who we want to be," Laidler says. "SEO isn't like it used to be in the old days, where Google felt like the Wild, Wild West. These days search engine optimization is an art form that we've worked hard at becoming experts in. Businesses who are looking to get to the top of rankings should book us for a free SEO audit today. We'll go over every inch of

your website and work with you to find how we can help your business."

To find out more about the free SEO audit, or to learn more about what SEO Houston Pros offers, those interested should visit the agency's website for more information.

"Many business owners feel in the dark about how to improve their search engine rankings," Laidler says. "Our free audit can give them an idea of how we can turn their rankings around."

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SEO Houston Pros

With the plethora of expertise we have with search engine optimization (SEO), web design, social media marketing, and reputation management, we are the dominant SEO Houston agency in Texas.

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