



Fresno SEO Agency Announces Services For Local Business

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Fresno, California-based greenGabbard Media, a digital marketing agency specializing in search engine optimization, is proud to announce they have expanded their services to help local businesses rank for their area. The agency's founder, Micah Gabbard, says that now is the time for local businesses to start getting optimized and should not wait. More information can be found at <https://greengabbard.com>.

"Google's latest major update at the beginning of August really boosted local business listings up the rankings," Gabbard says. "Before, businesses that had many locations around the country were seen to be more trustworthy, but that changed very quickly with the so-called 'Medic' core algorithm update. Now that local businesses are being seen as more trustworthy, now is the time to grab onto that momentum and let us get your business to the top of the list."

According to Gabbard and other SEO experts, Google's latest core algorithm update did affect many sites in the medical and wellness industries, but they see the update overall to be about how searchers are looking for trust and authority in sites of all niches. Gabbard thinks that local businesses can leverage that increase in authority and trust into better rankings.

"We all know that word of mouth is the best form of advertising," he says. "What this update seems to indicate is that if you're a local authority in your particular niche, and people have enough trust in you to give you a good overall reputation, that trust is favorable to the algorithm. What we can do at greenGabbard is work with you on your goals as a business, and then leverage our excellent copywriters, web designers, and search engine optimizers to create a successful, high-ranking site."

Working with maps is one of the components of search engine optimization for local businesses. On top of helping people find where a business is located, Gabbard says that creating "MyMaps" for a business site makes use of Google Maps to add ranking value. On the greenGabbard blog, Gabbard goes step-by-step on how he creates a MyMap using specific keywords to develop a unique map for a local business. "Maps are just one way we can help rank your local business high," Gabbard says. "We will develop a number of strategies with you using proven, white-hat techniques."

One of those strategies is the use of what Gabbard and other experts call EAT (Expertise, Authority, and Trust). Gabbard believes that there are many factors that go into businesses dropping in ranking: no authority in their respective niche, reputation issues that include a lack of positive reputation in comparison to businesses in the same niche, and a large number of negative reviews. "It's really a matter of digital word of mouth," Gabbard contends. "If all a searcher sees are two- and three-star reviews, a bad rating with the Better Business Bureau, and questionable products on your site, they're going to move on to your competition at the drop of a hat. We work with community businesses on their local rankings to give their reputation a boost."

The digital agency was founded in 2014 by Micah Gabbard to help businesses in the Fresno area kickstart their web rankings. The agency's goal is to help local businesses who may not have the big budget of big brand names rank just as high as the major players. Gabbard himself is Google Adwords and Mobile Sites certified, and uses his experience to help with local businesses' digital advertising on top of search engine optimization. More about the family-owned business can be found at <https://www.youtube.com/channel/UCIhAf63eVobjwe1Tz060tpQ/about>.

Since the agency was founded, greenGabbard has collected a number of reviews from satisfied customers about their services. Over on YouTube, Precious M. said in a 5-star review, "Our experience with this company has been nothing but amazing. Communication is timely, research is extensive, [and] results are realistic. We've been through a few different SEO companies previously in the Fresno CA area. None were as thorough and detailed as Micah's company. We highly recommend if you're tired of the companies that never deliver. Our phone is ringing non-stop and we attribute it to the success of the SEO campaign implemented by greenGabbard."

Gabbard encourage business owners to start making goals to improve their rankings right now and not to wait. "Google has shifted toward local businesses right now, which is where we shine," he says. "Contact us right away and tell us your goals."

Those who want more information are encouraged to visit <https://greengabbard.com>. There, readers can also find the company blog as well as contact information for local business owners so they can get started on optimizing their site.

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greenGabbard

Local SEO consultant specializing in Google local search results. We put you in the place everybody is looking, the snack-pack. Where your competitor was!

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