



## **Seattle SEO Experts Launch Services In Line With Latest Google Update Affecting Local Businesses**

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A Kirkland, Washington SEO agency has introduced services that are based on the latest Google update that affects local businesses. The company has recently announced that Google has once again changed the rules, leaving many small businesses and most SEO companies baffled on how to rank websites. The company has noted that with the update, Google is no longer ranking websites for local businesses, and wants to show how thousands of companies would be able to benefit from this.

While many internet marketing companies sometimes resort to black hat methods to try to beat the Google bot after every Google update, PrometricSEO, LLC owner Bruce Selin has taken a more orthodox approach and perfected an effective strategy for getting client sites lots of positive responses from Google. Selin explains, "The old rules are out the window because Google is dedicated to improving user experience. When a visitor query is typed into Google, the single most important criteria by which the results are served is a combination of site authority and trust. Today Google is not ranking websites, but real people with real businesses. We understand this and we know how to use this to the advantage of our clients."

The Seattle SEO experts have found that Google loves local businesses, except that any business that wants

to rank must be a real business. What this means is that there must be a persona attached to that business and this must be aligned with the persona of the searcher. The new Google algorithm effectively recognizes that companies that target everybody are unable to serve any individual effectively.

"What this means is that businesses that want to rank well in Google must do a number of things," adds Selin. "They must provide good content that addresses the specific query of the searcher, be a recognized authority in that field or marketplace, and be a trustworthy service provider."

By focusing on brand building and niche specialization, this Seattle SEO agency has seen client sites move up significantly in the search results, acquire more, better customers and grow revenue. Selin concludes, "This is really good news for established businesses. Gone are the days that small businesses were at a disadvantage, vis-a-vis tech savvy startups that could manipulate Google with spammy, junk content sites. We are thrilled to see our clients competing so well by simply giving Google and their customers what they want."

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### **PrometricSEO, LLC**

*PrometricSEO, LLC is focused on the Seattle Metro market. After developing successful SEO strategies for small to medium sized businesses, PrometricSEO has expanded services to brick and mortar businesses, corporations and other service providers.*

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