SEO Houston Pros Incorporates Google Changes And Goes Local

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SEO Houston Pros, a Houston, TX based business that focuses on digital marketing and search engine optimization (SEO), is proud to announce that they have always kept up to date with changes in the world of digital marketing and therefore, they have already fully incorporated the latest Google core updates. In so doing, they have placed a stronger emphasis on local SEO, which is particularly important for SEO in 2018.

Garrett Laidler, spokesperson for the SEO company, says: "Google's latest core updates are of vital importance and must be properly incorporated into any business' digital marketing strategy if they want to remain competitive. Google's map section now absorbs 67% of all traffic that goes to their site daily. They understand that local is changing the playing field for online marketing and, with the latest institution of Google Guarantee for companies, that game is about to change."

Indeed, changes in the Google algorithms mean that local map exposure and local SEO are now a must have for any business. Local SEO moves much more quickly than organic SEO, which was the focus of digital marketers in the past. The SEO company now offers all prospective clients a free and no obligation website analysis that can show them their current standing and where they are potentially missing out on

opportunities.

The Houston SEO expert also believes in leading by example. This is why, for their own website, they have placed a stronger emphasis on local SEO, incorporating Google Maps and the Google Guarantee. Already, their maps page has been visited regularly and many clients have left reviews about the service they have received, an excellent feature that is included in Google Maps. Christin R., for instance, says on Google Maps: "They have helped our business tremendously. Matthew and Garrett laid out a plan for us and continue to overachieve. We are very pleased with their work and their friendship. Good job."

The SEO company is fully transparent about the work that they do and they are committed to always incorporating the latest tools, techniques, strategies, and technology into their work. This is why they have also been able to update their website analysis and converted it into video form. The analysis remains free and no obligation and can be obtained through the company's website.

"The analysis is basically the first step of our service," explains Garrett Laidler. "It tells us - and you - what needs to be done and what the impact of that work could be. Essentially, it showcases how the website is currently performing on Google and it enables us to draw up a three step plan for improvement."

The company's service is equally transparent and consists of three key steps. The first, as explained, is the analysis. This shows how much traffic a website is missing out on, and how much that could cost. The second step is about changing the marketing approach so that websites are placed in front of the right customers at the right time. SEO Houston Pros does not believe in a one size fits all solution, however. Rather, they focus on every element of digital marketing and incorporate those elements that are needed. These include such things as website design, social media, video marketing, improving business listings, and more. All of the work done are designed to get the website to the first page of Google.

The final step is simply for the client to enjoy the results. Garrett says: "Relax and watch the traffic to your business shift gears, and turn into a well-oiled machine. Finally, start seeing your customers find your business, knowing that you're dominating the search engines in your niche/market."

As a full service digital marketing agency, SEO Houston Pros offers a variety of key services, always ensuring they are fully up to date and conform to the algorithms of the major search engines. Besides SEO, they also offer reputation management, web design, and social media marketing. Put together, these services ensure that they are able to get their clients' websites on the first page of Google, where they are most visible.

Garrett Laidler says: "With the plethora of expertise we have with Houston SEO, web design, social media marketing, and reputation management, we aim to be the dominant search optimization service provider in

Texas. We flood the first page of Google for clients on local and global levels. A sad fact is that most Houston SEO companies have no clue on how to preform up-to-date search engine marketing, and will usually stagnate or hinder your website and reputation, in the search engines by doing poor quality SEO tactics. We stand firm by what we do, and our results speak for themselves."

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For more information about SEO Houston Pros, contact the company here:SEO Houston ProsGarrett Laidler(888) 439-4224support@seohoustonpros.com7676 Hillmont Street #315, Houston, TX 77040

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