



Search Engine Optimization Services Offered For Fresno Businesses

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greenGabbard Media, a digital marketing agency in Fresno, CA, has announced that it is offering its search engine optimization services in the Fresno area and surrounding areas. Founder and owner Micah Gabbard points out that it is vital for Fresno businesses to get optimized or else their competitors will optimize their sites and those who don't would be left with hardly any customers.

Micah says, "I started this company in hopes of helping our local community get their business found online without the mega budget ad spend needed like big corporations. Everyday we strive to bring the fullest and best processes and practices into the development planning stage. I am Google Adwords and Mobile Sites certified, here for your business advertising needs also. Web Design, Local SEO and Development are my favorite outlet of creativity leading to the benefit of my passion, local businesses."

That the search engine optimization agency has been successful is evident in the positive reviews from clients. A review from customer can be found on Google. Precious M. gave greenGabbard five stars and said, "Our experience with this company has been nothing but amazing. Communication is timely, research is extensive, 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."

The company works with the client in the creation of an SEO website launch strategy. This strategy would be developed based on the client's sales targets, revenue targets, and competitor research. What greenGabbard does is conduct a research of the competitors of the client and determine their SEO rankings in order to develop an SEO strategy for the client that would be better than that of the competitors. With those data, greenGabbard develops an SEO plan for the client.

Micah says, "Investing in a solid SEO foundation will save you money in the long run as organic search listings have a click-through rate of 94%, compared to paid search advertising which has a click-through rate of 6%. SEO guarantees long-term online marketing success and a lower cost per acquisition throughout the life of your business."

Micah points out that an important part of SEO is having great content on a website. On the company website, he has posted several articles to help people with their SEO efforts. In one article, he offers some tips on how to have great content for one's website. These include blogging about those things that one is passionate about, getting some inspiration from similar websites and blogs, creating an outline first of what one will write about, writing the article first and then editing it later, and adding some photos or images that support the text content.

greenGabbard also offers reputation management (RM) service, which has the goal of protecting the image of the business, its staff and its various products and services. Micah says, "This form of marketing entails branding, image, and customer service strategies to control the way the public and its market perceives the organization. It can include marketing and public relation campaigns both on and off the Internet to monitor and maintain public perceptions."

When considering the use of RM and SEO services, businesses need to understand that those two services work separately in providing a marketing strategy. Micah points out that while most companies would have an SEO campaign, only a few will launch an RM campaign. This is because they believe that RM is only required when something negative has already occurred that jeopardizes the reputation of the organization. Also, RM is all about the public's perception of the company. Micah notes that while a business may be working hard to have a positive reputation, one single incident can cause all of those efforts to be wasted.

Micah explains that greenGabbard Media was established as an effective solution for businesses to be able to rank high on the search engine results in the most competitive online markets. The company is a local SEO consultant that focuses on Google local search results.

greenGabbard is a local family owned and operated business that has been providing the web design and SEO needs of businesses in the Madera area since 2014. Thus, clients are ensured that they will be taking advantage of the expertise of a local native.

Those who need more information on SEO services for businesses in Fresno can visit the company website or the greenGabbard Facebook page.

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For more information about greenGabbard, contact the company here: greenGabbardMicah Gabbardmgabbard0@greengabbard.com 801 N Granada Dr Madera, CA 93637 (559) 474-9009

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!

Website: <https://greengabbard.com>

Email: mgabbard0@greengabbard.com

