



## SEO Houston Pros Shifts Focus To Local SEO

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SEO Houston Pros, a business based in Houston, TX, has announced its recent changes to its SEO strategy to adapt to changes on how searches are done online. They noted that 67 percent of all searches online are now done from a mobile device. Thus, those who don't have local exposure online are missing out on a lot of clients for their business. In response to the changes, SEO Houston Pros has totally changed the way they rank websites to focus 100 percent on local exposure.

Garrett Laidler from SEO Houston Pros says, "Our clients have seen an 80% increase in traffic just switching to local SEO, and you can too. If you want to see exactly how you are ranking online, and how much traffic your business can realistically expect just being ranked locally on Google, let SEO Houston Pros perform a complete website and online audit for you and your website."

Meanwhile, Garrett wants to point out that while they want to help every business, they need to choose their clients carefully to make sure that they are able to meet their client's goals. This is also to ensure that they maintain their reputation of being the Houston SEO expert.

Their expertise is attested to by the positive reviews they have received from past clients. One example is Sara C., who gave SEO Houston Pros five out of five stars and 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 please with the results we have received from them. They are truly SEO experts. Highly recommend.?

Similarly, Jorge L. gave them five stars and said, "This company is incredible! They are experienced and know how to advertise your company to penetrate the Houston market. Their representatives are professional and provide an in-depth analysis of your current market position. I highly recommend as they will exceed your expectations once they get working on your SEO strategy.?"

Garrett explains that local SEO is a combination of several factors that allows a business to address a local audience through enhanced search engine rankings. Merely making changes to a business' social media strategy is not sufficient, nor is optimizing the address. It is a combination of various factors, including word-of-mouth advertising and print brochures.

Furthermore, local SEO takes advantage of a number of tactics and strategies, mostly on getting the site ranked on search engines, such as Bing, Yahoo or Google, and also in business directories like Foursquare, Yellowbook, Yelp, and Superpages. These also include localized content and online reviews. Local business directories that are consistent and complete are essential for businesses because they allow prospective customers to discover various products and services.

Garrett says, "Local search engine optimizations services provide highly targeted approaches to online marketing. This is a different ball game than going door to door with brochures or putting an ad in a local paper that doesn't always get seen by those that might need what you have to offer. Local SEO Houston firms can put your business in a position in both search engines and other digital marketing platforms so that prospects do see you, and on their own terms at that.?"

Garrett explains that they suggest that local businesses take a certain number of steps to enhance their marketing results. These include building the brand; getting more traffic, both offline and online; managing things anywhere and all the time; power up the business; enhance local SEO for the business; and measure results of local SEO.

Those who need more information or who are looking for an SEO expert Houston, Texas businesses can trust can visit the SEO Houston Pros website or contact them by phone.

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For more information about SEO Houston Pros, contact the company here: SEO Houston Pros Garrett Laidler (888) 439-4224 support@seohoustonpros.com 7676 Hillmont Street #315, Houston, TX 77040

## 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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