SEO Services Provider In Calgary Alberta Explains Key Role Of Content In Local Rankings

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MRC SEO Consulting, an SEO services company in Calgary, Alberta, Canada, has posted an article explaining the key role of content in local rankings and how Google My Business experts can help. They point out that while audience attraction is a tough task, especially in crowded areas like in the search engine results pages (SERP), social media, and other business platforms, the proper use of content can boost local business rankings.

A spokesperson for MRC SEO Consulting says, ?One way that content can be very helpful is through the creation of knowledge databases. Creating a knowledge base about products and components (ingredients) can attract potential buyers and information seekers' attention. You can do it through blogging, social media pages, and informational videos on YouTube and other platforms.?

Another technique is to get links from authority sites. For instance, if the business is a restaurant, it would be helpful to have a food expert to include a link to the website of the restaurant on his or her website. Getting those industry experts and specialists to insert a site link their blogs and sites requires a process and technique that SEO Calgary companies like MRC SEO Consulting are experts of. Links from authority sites

are a great business booster in terms of local rankings. And then there is also the need to optimize the client?s Google My Business listing.

Another way to use content effectively is to include infographics to the business website. Statistical data in the form of infographics are usually trusted by people as proof of what the business is trying to say. One example is a list of business? current customers and what they have to say about the products or services.

MRC SEO Consulting offers a number of online marketing packages. The Business Starter package is for those that are just starting out either brand new or never had a decent website before. It includes a professional WordPress site; social media profiles in Twitter, Facebook, Google+ and YouTube; setup of Google apps emails; all on page SEO setup, Professional Logo 9; security plug-ins; and all content.

The Business on Page SEO package is for those who already have a website but require some simple on page SEO work. This includes keyword research and report; discussion of the changes that are required; comprehensive on page audit for important factors; installation of Schema, a Google validation tool; required changes to website; verification and setup of Google search console; recommendations of offline items; and setup of Google Analytics.

There is also the Business Facebook Marketing package, which offers 100 percent setup of advertisement based on the client?s product/service and brand. This package includes the setup and optimization of a Facebook campaign; creation of a landing page; Facebook ads to drive traffic to the landing page; small budgets to huge budgets advertising depending on the needs of the client; and optimization and testing to get the best results.

And finally, there is the Business SEO/Facebook Combo Marketing package. The combination of Facebook marketing and search engine optimization for both short term leads and long term growth is highly recommended by MRC SEO Consulting as it is the best for long term sustainability. The package includes the Business Facebook Marketing package; the Business on Page SEO package; baseline measurement of current rankings; monthly reporting of growth; monitoring of traffic; monthly inbound link building to boost ranking; content marketing; two blog articles published each month by professional writers; blog syndication across social media; and tweaking of the website as required.

MRC SEO Consulting has a made it its mission to guide a business in developing a brilliant Internet marketing plan that achieves results. They realize that each business is unique and therefore will have unique requirements. Online visibility for the business will be enhanced through the use of search engine optimization methods that are legit.

Those who require more information about the Calgary SEO services provided by MRC SEO Consulting can

visit their website or contact them by phone or via email.

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For more information about MRC SEO Consulting, contact the company here:MRC SEO ConsultingMRC SEO Consulting4033867427michael@calgaryseocompany.ca4911 30 Ave SW Calgary, Alberta T3E 0V4

MRC SEO Consulting

We offer unparalleled SEO Marketing plans, Reputation Management, and Web Design Services. Our SEO packages are affordable and we use only proven search engine marketing

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