Calgary Agency Shares Insight On SEO

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MRC SEO Consulting, a Calgary, Alberta based digital marketing agency, is reaching out to the wider community to explain the basics of SEO.

A spokesperson for the company says, ?It?s surprising that even in today?s digital world, many people fail to consider how important SEO is. Anyone who is trying to run a business today and does not know about SEO will never understand how many opportunities they are missing out on. The unfortunate thing is that even the companies and businesses that do know about SEO sadly fail to grasp the intricate and complex inner workings that go into the SEO process.?

?SEO? stands for Search Engine Optimization. According to the company, SEO is essentially a set of rules for formatting and optimizing a website to ensure that it achieves higher rankings in the search engines? organic search results. MRC SEO Consulting?s spokesperson says, ?Think of it like a framework to build your website around. If you do it right, you?ll increase the quality of your website by making it user-friendly, faster and easier to navigate.?

SEO is important because of the manner in which search engines such as Google, Bing and Yahoo work. As MRC SEO Consulting explains it, when a user visits a search engine and types in a search term, the order in which the returning results are displayed is based on complex algorithms known as search engine ranking factors. These algorithms take a number of factors into account to decide which web page will be shown in the first place, second place, etc.

The SEO process can be broken down into three distinct and important stages. The first is Technical SEO, which ensures that the search engines can crawl through and index your website without any issues. This part essentially works like a digital guide which will help the search engines find and index the important parts of your website. The second is On-site SEO, which is comprised of the many rules that need to be applied to the website and its content to make it search engine-friendly. The last one is Off-site SEO, which is the

process of promoting the website or blog so that it can rank higher in search results.

MRC SEO Consulting has a number of packages that cater to varying SEO needs, such as the Business Starter, Business On Page SEO, Business Facebook Marketing, Business SEO/Facebook Combo Marketing and so on. More information can also be found at the following link: MRC Calgary SEO.

MRC SEO Consulting has established itself as an expert in all things SEO. A quick look at the customer reviews for the company shows a long history of dedicated and quality work. On Google, MRC SEO Consulting is rated 5/ 5 Stars. In a recent review, Jennifer Watts says, ?If you need SEO services, Mike is the best in the business. Very honest, reasonable price and delivers results. When I hired Mike, we were doing well with SEO in some areas and I wanted to make sure we maintained that. Not only did he keep us on top for those terms but he had us doing much better in several other areas very quickly.?

Watts continues, ?When we hit a snag about a year later due to Google changes, Mike worked diligently to get us back where we needed to be. At no time are there false promises, he sets expectations in the right place and often over delivers. There are many people that will say they know what they're doing in this area but he is the person I would trust. Highly recommended.?

Another review says, ?We needed some SEO presence in Edmonton, so I had Mike at MRC SEO consulting provide us with SEO services on our Edmonton web page. He moved us from nowhere to top 3 on Google for our search terms. I would recommend, if you?re in need of search engine optimization, to give Mike a call.?

Those who want to learn more about MRC SEO Consulting and the various services they provide can find more information on the company?s website. Additionally, the company also encourages interested parties to get in touch with them directly via email or phone for further details. In addition to their website, MRC SEO Consulting has a page on Facebook where they frequently post updates, share information and communicate with their clients. More information about the company can also be found at the following link: MRC SEO Experts.

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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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