Calgary Seo Company MRC Consulting Prepares For Google's Latest Algorithm Update

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Calgary SEO Company MRC Consulting has announced that it is well equipped to handle the changes that come with Google?s latest algorithm update. This update is named BERT and is expected to affect 1 out of every 10 search queries. Industry experts are paying close attention to the effects of the update on the amount of traffic to their websites.

MRC Consulting is an SEO company based in Calgary that claims it has thoroughly understood the changes and formulated a strategy for its clients to benefit from Google?s latest update. MRC Consulting has been in business since 2002. The company has released multiple articles on its website regarding the business of SEO and how it affects their clients. All their SEO tagged blog articles are available at https://www.calgaryseocompany.ca/category/seo/. When asked for a quote, Michael from MRC Consulting said, ?We have been on the cutting edge of the SEO business for the better part of the last two decades. We know the strategies that other SEO companies are going to take to respond to the latest algorithm changes. We have much stronger strategies that we have derived from years of experience in this field. Our clients do not have to worry about any changes to the algorithm. We take care of their internet marketing needs through all the changes in the internet ecosystem.?

Google?s search algorithms are frequently updated to give the user?s the best possible content. It is a challenge for companies to keep up with the changes to make sure that their website or service shows up at the top of the search results for their keywords. MRC Consulting has announced that it is studying the effect of the latest update on internet traffic and has come up with an effective strategy to combat the potential fall in traffic following the update. The latest update is named BERT and is the biggest since Google released RankBrain. BERT stands for Bidirectional Encoder Representations from Transformers. In essence, Google has made the search engine better understand the text on websites through natural language processing. The BERT update is aimed at getting better search results for longer, more conversational queries. MRC Consulting believes that it can take advantage of this update to push more users who use those kinds of longer queries to their clients? businesses. The change also affects the snippets that accompany search results.

The SEO company?s website has many blog articles that explain how specific business types can improve their traffic through SEO. For example, the company talks about SEO for the HVAC business in the blog post at https://www.calgaryseocompany.ca/seo-can-improve-hvac-business/. According to Michael, these articles are an excellent way of evaluating the expertise of a business before committing. He adds, ?We are always looking to add the maximum value for our clients. We are transparent about our methodology. We give away a lot of valuable information on our blog so that potential clients get a taste of the knowledge and experience that we bring to the table.? The website for MRC Consulting has an email contact form, a direct chat message box and a phone number for potential clients who prefer to have a direct conversation.

MRC Consulting asserts that it is confident that its strategy for responding to Google?s latest update should yield high returns for its clients. They say they plan to achieve this by creating SEO friendly content that is unique and ranks for the right keywords. They mention on their website that their aim for their clients? business is using legitimate SEO methods that cater to the business? unique requirements, guarantee online visibility and help with the business? long term sustainability. They offer packages where they create a complete online presence for businesses including the website, SEO friendly content and social media. They discuss the best practices when it comes to SEO on their website?s blog. They also specifically mention the worst SEO practices that are a strict no-no in the blog at https://www.calgaryseocompany.ca/7-things-need-fire-seo/.

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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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