



## **SEO Company in Sydney Prepares for Rebranding in Early 2020 as Google Launches BERT**

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Helium SEO, an SEO company Sydney business, has announced that they're preparing for a rebranding launch in early 2020 in response to the latest Google algorithm changes, particularly BERT. They believe that the latest algorithm updates, like BERT, will have a significant impact on SEO and marketing. With Google's Bidirectional Encoder Representations from Transformers (BERT) update, digital marketing teams are expected to find the need to adapt their SEO strategies if they want to continue to be competitive.

Greg Gillespie, leading SEO consultant and founder of Helium Digital, says, "Helium SEO was established to make it easy for the small business owner to get the Google search engine exposure for their business needs. You all know that SEO is always changing as search engines like Google continue to make updates to their algorithm. If we fail to adapt to the changes, we will be using strategies that have been rendered obsolete and ineffective. The BERT update is one of those algorithm updates that will shake the foundations of SEO. As such, we are preparing for a rebranding launch to keep our SEO strategies relevant." Those who would like to know more about Helium Digital may want to visit their website at [heliumseo.com.au](http://heliumseo.com.au).

Experts believe that BERT offers major improvements to the Google algorithm, particularly for voice searches

and the use of artificial intelligence assistants like Siri and Alexa. BERT has been designed to leverage natural language processing and machine learning to better understand the context of a query.

While nobody really knows fully how the Google algorithm works, experts who have been observing developments after the introduction of BERT believe that long-tail keywords will become more important while broad terms will take a hit. Furthermore, those websites with irrelevant keywords will be vastly affected. In short, content becomes even more important as content has to have a greater relevancy for specific keywords.

Also, localised content is expected to have a more significant impact compared to translated sites. While translating English sites to the language of target countries will remain effective, creating original content in a particular language will be more effective. And with the Google algorithm being able to better understand the intention of a specific search query, websites with truly relevant content are expected to perform better.

Greg Gillespie explains that the purpose of Helium SEO services is to provide a business with more potential customers through a well targeted and clearly defined search. Helium Digital provides an SEO or search engine optimisation strategy that builds the authority of a business? website and its reputation in the primary search engines. They provide monthly SEO reports to their customers that indicate in easy to understand terms their standing in terms of traffic and rankings.

Helium SEO is an Australian owned and operated business that has been serving the search engine marketing needs of Australian, Canadian, New Zealand, and US markets since 2008. They offer exclusive business zone marketing areas for Australian small businesses to obtain new prospective customers for their business through page 1 ranking on Google search results.

Helium SEO also offers lead generation websites, which are sites that are already ranking in Google for specific goods or services. A lead generation site is then customised for each particular customer, using that business? particular branding so that customers who see the site that is ranking high on Google will likely call the company. Each lead generation site has been provided with 1300 numbers that redirect calls to the client?s phone number, with a call whisper, which allows the client to know where the lead is coming from. All of the phone calls are recorded and available to the client 24/7 through a dashboard. Clients can be billed for the lead or they can lease the whole website for a flat monthly fee.

Those who would like to learn more about SEO and the new BERT algorithm update can visit the Helium SEO website at <https://heliumseo.com.au>, or contact them on the phone or through email.

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## Helium Digital

*Helium Digital have been providing class leading digital marketing services for over 10 years now.*

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