MRC SEO Consutling Service Explains Importance Of SEO

January 22, 2020

January 22, 2020 -
Calgary, Alberta based digital marketing agency MRC SEO Consulting is reaching out to the wider community to explain the importance of SEO. With many years of experience in the digital marketing industry, the company is dedicated to helping their clients redesign/optimize their websites and improve their rankings on Google.

SEO stands for Search Engine Optimization. According to MRC SEO Consulting, SEO is the practice of increasing both the quality and quantity of a website?s traffic by means of organic (or non-paid) search engine results. It is a set of evolving rules on formatting and optimizing a website to ensure that it achieves higher rankings in a search engine?s results.

A spokesperson for MRC SEO Consulting says, ?SEO is more than just about the search engines themselves. It?s about the people. To properly optimize a website for the search engines, you need to understand what people are searching for online, what answers they are seeking, and what words they are using. When you know these basic factors, you can design your website to make sure it attracts not just more people, but also the right people.?

While paid advertising (such as pay-per-click ads), social media, and other online platforms can generate traffic to websites, MRC SEO Consulting asserts that the majority of online traffic is driven by search engines. In fact, organic search results actually cover more digital real estate. Organic search results tend to appear more credible and, as a result, they receive far more clicks than paid advertisements. Statistics show that SEO provides 20 times more traffic opportunity than paid advertising.

The company also says that SEO is one of the only online marketing practices that, when set up correctly, continues to be effective over a long period of time. MRC SEO Consulting?s spokesperson says, ?If you create a solid piece of content that is well optimized and has the right keywords, you?ll find that your traffic

will snowball over time, all on its own. However, if you were to use paid advertising, you will need to continuously fund the ads to get traffic to your site.?

The digital marketing agency offers a variety of packages that cater to different SEO needs. Packages offered by the company include the Business Starter, Business On Page SEO, Business Facebook Marketing and Business SEO/Facebook Combo Marketing. More information about MRC SEO Consulting can be found at the following link: https://www.crunchbase.com/organization/mrc-seo-consulting.

MRC SEO Consulting is a reliable digital marketing agency with a track record of providing stellar services. The company maintains a perfect 5-Star rating on Google. 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. 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.?

In another review, Darrin Craig says, ?We hired Mike from MRC SEO Consulting to work on getting our business? Google Maps listing to rank in the top 3. We are a service based company so this was very important to us. To make a long story short, Mike took us from the bottom to the top in the Google Maps listings, and we also rank at the top organically on Google as well. We highly recommend Mike and MRC for your business's SEO service.?

Those who wish to learn more about MRC SEO Consulting and the various services they provide can find more information on the company?s website. Additionally, they encourage interested parties to get in touch directly via email, phone or the contact form on their website. MRC SEO Consulting also maintains a presence on Facebook where they frequently post updates and communicate with their customers. The SEO agency also has a YouTube channel, which can be found at the following link: https://www.youtube.com/channel/UCQB1xsocSI_DRzRO7Q2Ecsg.

###

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

Website: https://www.calgaryseocompany.ca

Email: michael@calgaryseocompany.ca

Phone: 4033867427

