MRC Calgary Search Engine Optimization Announces Getting Found Online Has Never Been More Important

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MRC SEO Consulting, a digital marketing company based in Calgary, Alberta, wants all businesses to understand why getting found online is not only important, but has never been more important. It is vital that a company chooses the best approach to attracting customers to its website.

SEO stands for Search Engine Optimization and although many business owners will have come across the term not all will understand exactly what it is and why it is so important. Search engine optimization is the practice of increasing both the quantity and quality of website traffic as well as brand exposure through non-paid search engine results. In other words, how well a company can rank in organic search engine results without resorting to paid placement.

In the modern digital world ranking well has always been important, but it is even more important today, as a company's competitors are trying to do just the same. It is a fact that the first 10 search engine results will get 95% of traffic. A company may have great content but if it is on page two it means it is losing out and this is where search engine optimization can really help.

It is imperative though, that a company approaches SEO the correct way and chooses the right company to do the work. Some SEO companies promise the earth but will take what is known as a ?black hat? approach, which is a technique that tries to fool search engines. Whereas that approach can work for a time it puts a website at a very real risk of being penalized or even removed completely from search results.

John McCormack, a spokesperson for MRC SEO Consulting, said, "We only use ?white hat? SEO techniques which means we abide by the search engine rules. There is more to optimizing a website through SEO than most people think. Understanding what people are searching for online and the search terms they use is critical to improving a brand?s ranking. Once those fundamentals are understood it is then possible to design a website to improve both the quantity and quality of website visitors. It?s no good having great content if nobody finds it.?

Search engine ranking is not the only way of generating traffic of course. Pay-per-click advertising can help but it is not cheap, particularly if a company has many competitors. Neither is paid placement on a search engine?s results page. A few cents per click does not seem like very much but it soon adds up. Social media is another avenue that some companies explore but that can become time-consuming, particularly for small businesses who do not have the staff available to run it full-time.

MRC SEO Consulting says that although advertising should not be ignored it is the organic search results and a company?s ranking within them that attracts the bulk of online traffic. Nowadays, many search engines have several paid placement results above the organic results and further paid placement results beneath them. On the surface it would appear that paid placement is a good option but that is not necessarily the case.

Many people do not trust paid placement results and give much more credibility to the organic results on the page and it is these organic results that will receive many more clicks than their paid competitors. Statistically it has been shown that search engine optimization can attract up to 20 times more traffic than paid placement and/or advertising.

Paid advertising needs to be constantly funded and in a highly competitive field can become prohibitively expensive, but when an SEO approach is taken and is set up properly it will continue to be effective for months if not years to come. MRC Calgary SEO can correctly optimize website content and target the right keywords and its approach will continue to attract traffic which can often increase over time.

MRC SEO Consulting has a reputation for providing clients with stellar services and has maintained a perfect 5-star rating on Google reviews. One satisfied customer said, ?I was looking to have some Internet Marketing done on a business I own in Calgary and came across MRC SEO Consulting. I gave them a call a spoke to Mike about SEO and Internet marketing. I did not know much so I asked a LOT of questions. Mike was very

straight forward and explained it all to me.?

Those wanting to find out more about MRC SEO Consulting should visit the company?s website where details of the various SEO packages offered can be found. Those wanting to contact the company can do so via its online contact form or by telephoning.

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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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