Calgary SEO Company Explains Importance Of Local Search Engine Optimization

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Calgary, Alberta based digital marketing agency MRC SEO Consulting Calgary is reaching out to explain the importance of Local SEO. The company has been sharing their digital marketing expertise with the Calgary community for many years now, and they are dedicated to helping their clients redesign/optimize their websites and improve their rankings on Google.

Local SEO is similar to SEO in that they both influence the visibility of a website or a web page in a search engine's unpaid?also known as ?natural? or ?organic??results. However, while SEO has a broader focus, Local SEO focuses entirely on helping a business increase its digital visibility exclusively within the geographical area it is located.

A representative for MRC SEO Consulting says, ?While you do need to conduct proper search engine optimization if you want your website to gain any prominence, Local SEO is a very critical part of ensuring that you get actual, solid results. It doesn?t matter how far and wide your business is known if the people who live in your area aren?t finding your business when they perform a relevant search. Employing an effective Local SEO campaign will allow your business to become more visible to local residents, who will then be

more likely to purchase your products or services.?

According to MRC SEO Consulting, there are several factors involved in conducting successful Local SEO. The starting point for any business, according to the digital marketing agency, is ensuring that they have claimed their Google My Business profile, along with similar services like Bing Places. Google is the most widely used search engine, and having a Google My Business profile leads to Google listing a business more often in a relevant search.

The Name, Address, Phone number (NAP) is also very important, according to MRC SEO Consulting. Businesses should ensure that all online directories have these three bits of important details about them. The agency advises business owners to prominently display all three in all of their online locations. Other important steps to successful Local SEO include having an active presence on websites such as Yelp!, Facebook and Twitter, along with collecting positive reviews.

The company?s representative says, ?Whether it is for Local SEO or general SEO, if you need an Internet Marketing specialist, you can?t find anyone better than us in Calgary. MRC SEO Consulting specializes in getting you the online traffic and the results you are looking for. We employ a unique combination of web design, search engine optimization and digital marketing to ensure that you?re always in the first page of search results. You know that a strong online presence is critical to success for today's businesses, so act on it now and get in touch with us.?

The services provided by MRC SEO Consultive have earned the digital marketing company high praise from their clients. On the Google platform alone, the company has a perfect 5-Star rating. In a recent review, Jeff Kahane says that the agency was, ?A wealth of knowledge and a pleasure to work with. All my questions answered in an easy to understand way. If you are looking for SEO help, this should be your first call.?

Meanwhile, in another review, Bodnarik Martin says, ?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 to speak to Mike about SEO and Internet Marketing. I did not know much so I asked a lot of questions. Mike was very straightforward and explained it all to me, he then emailed me examples of what he was talking about. In a business that has some shady people in it, Mike was a breath of fresh air. We met and talked a bit more. I have signed up for SEO with him.?

Those who want to learn more about MRC SEO Consulting and their services are welcome to visit the company?s website. Additionally, they encourage interested parties to get in touch with them directly via email or phone. The SEO agency can also be reached through the contact form on their website. MRC SEO

Consulting maintains a presence on Facebook where they frequently post updates, share media and communicate with their clients. More information about the company can be found at the following link: MRC Calgary Search Engine Optimization.

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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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