Grand Junction Marketing Agency Sponsors SearchCon 2020, an Advanced SEO and Digital Marketing Conference

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Growl Agency, a digital marketing agency based in Grand Junction, Colorado, has announced with pride that they are sponsoring SearchCon 2020, an advanced SEO and digital marketing conference. This event, which will be held on September 10-11, 2020 has gone virtual and is expected to offer insights from industry experts in digital marketing, content marketing, SEO, and search marketing. The Growl Agency team had attended two previous SearchCon conferences that were held in Breckenridge, Colorado. This event began in 2015 and is currently in its sixth year.

Libby Olson, co-Founder of Growl Agency, says, ?We found the community, collaboration and content of SearchCon to be well above other conferences. These are top notch professionals, sharing their most advanced case studies and processes.?

Growl Agency specializes in a number of services. These include demand generation, content marketing, sales enablement, design & development, web services, and trade show support. They want to point out that they can help businesses with their SEO, which is the process of making changes to digital resources for

the purpose of increasing organic visibility. These changes include optimizing keywords, including links, and ensuring that the content can help the website naturally appear on search engines. This is important because even with the increased use of social media, search engines such as Google, drive 300 percent more traffic to the site compared to social media and are therefore vital for product and business recovery.

It is also important to note that the SEO process has evolved through the years. About 15 years ago, sites just needed to be optimized once. Today, every keyword search that is valuable to the business is competitive because of the hundreds of every-changing ranking factors and algorithms employed by Google, and various AI influences.

Thus, having a higher organic search rank is really difficult, and while it is essential to remain up-to-date on ranking factors and the latest SEO developments, each website can only be optimized so much. It should be noted that Google has revolutionized the use of the Internet by taking into account other sites linking to one?s website as a major ranking factor, with special rewards for those links from sites with real authority.

The Growl Agency team also wants businesses to realize that search engines are responsible for 93 percent of online experiences, that about 80 percent of search engine users ignore paid searches, and that more than 87 percent of smartphone users make use of a search engine at least once a day.

For those who are new to SEO, the Growl Agency offers a number of tips. First, it is important to truly comprehend user intent. With the current evolution in search engines, SEO will not just have to consider keyword meaning but also the purpose of the search. Second, it is vital to monitor the keywords and site traffic and compare with SEO algorithm and ranking changes. As much as possible, the site should be updated to reflect relevant keywords. Third, businesses must consider using voice search and consider how their brand is able to answer user questions. Fourth, it is vital to consider branding as one of the ranking factors. This includes sentiment, mentions, and reputation. And finally, it is important to optimize mobile first because more and more people are using their mobile gadgets to conduct online searches.

The Growl Agency team members want to point out that they will work with each client, immersing themselves in the client?s business, optimizing the client?s expertise by adding their expertise and other resources. As such, they are ready to offer integrated digital marketing, which includes: web development and design, content marketing, SEO and search engine marketing (SEM), PPC campaigns, social media marketing, and GMB and local listings management.

Those who are searching for a Grand Junction marketing agency offering various SEO and digital marketing services may want to check out the Growl Agency website, or contact them on the telephone or through

email.

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For more information about Growl Agency, contact the company here:Growl AgencyGreg Olson(970)852-4700bark@growlagency.com750 Main St Suite 202Grand Junction, CO 81501

Growl Agency

We're marketers, designers, developers, storytellers, and strategists combining forces to elevate the quality of your brand. Growl is here to complete your team, to help you surpass goals by doubling down on experience and expertise.

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