



Kelowna SEO Company Is Helping Businesses Dealing With The Post COVID Surge By Building Online Marketing Strategies

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A Kelowna SEO marketing agency urges businesses to create an online marketing strategy for riding the wave of digital traffic caused by the COVID 19 pandemic. The company offers services such as Google Ads management, search engine optimization, and digital marketing for clients looking to stand out from their competition and get more leads.

The company says that COVID 19 has accelerated the shift to digital for consumers and businesses taking their operations online. The sudden increase in business owners trying to sell their product or service online has necessitated that traditional businesses reevaluate their marketing strategy and strive to build an online presence to keep up with the competition. The company gives examples such as restaurants that have launched online ordering, brick & mortar retail stores that have launched online eCommerce stores, counsellors who are now providing private online sessions, and schools offering more online learning options.

The company says that businesses turning to online strategies already outperform their peers across the board. According to AI Multiple, 89% of all companies have already adopted a digital-first business strategy or plan. According to another statistic by MIT, digitally mature companies are 26% more profitable than their less mature peers. According to statistics by UNCTAD, the United Nations Conference on Trade and Development, 10% of online purchases have increased by 6 to 10 percentage points across most product categories. The company says that to take advantage of the new traffic source from consumers shifting to shopping online, companies need to consider SEO strategies to increase their visibility to get more views, clicks, conversions, and sales. The company says this industry-wide change is why building an authoritative online presence is more important than ever for businesses.

This Kelowna SEO marketing agency stresses the importance of a well-designed and responsive website that works on both desktop and mobile. According to Forbes, 61% of consumers won't return to a mobile site they had trouble accessing. The company also says that it is vital to have a well thought out content strategy to increase the organic foothold on the website. According to statistics by Moz, organic search is 5.66x more likely to be clicked than paid search. The company says that the only way to rank in organic search is to have a comprehensive SEO strategy that utilizes content marketing and brand building to make the website an authority in its business niche.

This Kelowna SEO agency says they first establish a foundation of baseline metrics for the business. They then prepare tracking dashboards for conversions and analyze if the business's website helps or hurts its conversions. If there are any problems, the agency will restructure elements to improve conversions. In the first 30 days, the agency will fine-tune the website, Google map listing, and other assets to increase visibility. Then the agency will arrange regular communication frequency, the preferred method of communication, and follow-through. The company says that the business owners should expect initial visibility and traffic for their brand by the end of the first month. Over the next 6-12 months, the agency will exponentially improve visibility and success. They will execute and optimize elements on the website, on the page, and in the code. The agency is confident that implementing the above strategy consistently will help the business stand out from its competition and get more leads that turn into customers.

The spokesperson for the company, Sherman Hu, says, "The pandemic has upended traditional business marketing methods. Businesses need to adapt to the new normal to stay relevant and profitable. It is not easy to build an online brand from scratch. No doubt having someone on the side with digital marketing experience and expertise can cut down the time and effort it takes for such an endeavour. I can help businesses with this monumental task. I help the business track business metrics, increase online visibility, and finally boost the brand's growth. I have already helped many businesses with my proven methodology, and I want to help your company next."

Most businesses lack the time and expertise to execute Google Ads, Search engine optimization &

Digital marketing that gets results. Leveraging 18 years of expertise as an award-winning SEO and Google Trusted Street View Photographer, Sherman Hu helps businesses stand out from their competition and get more leads that turn into clients.

Source:

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Sherman Hu Kelowna SEO

Top-rated SEO service for over 17 years serving Kelowna BC businesses and helping clients beat their competition on Google and help them win more sales.

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