



Rollout Of RankBrain And The Future Of SEO Addressed By Local Position Marketing

November 10, 2015

November 10, 2015 - PRESSADVANTAGE -

Local Position Marketing, an SEO company based in Anderson, IN, has released new information about the roll out of RankBrain and its impact on the future of search engine optimization (SEO). RankBrain is the new Google algorithm that uses artificial intelligence to help with search results. They have partnered with Split and Track to provide further information to their clients on this matter.

"If you have not been trying to game the Google system, RankBrain can only help your SEO efforts. It should weed out the irrelevant search query results. By my understanding, it is a tool to determine more accurately what the searcher is actually trying to find. Language is changing very rapidly, and it is critical to understand what the market is searching for. Google has implemented RankBrain in the effort to get the relevant info in front of the people searching for it," says Josh Kindlesparker from the SEO company, Local Position Marketing.

Whenever a new Google algorithm is released, the world of SEO is turned upside down. Marketers and web designers worry that they will have to redo all the work they have already completed in order to ensure that their clients retain their ranking position on Google. However, Split and Track feels that the new algorithm is

actually a good thing.

"I can only hope to think that RankBrain will help detect spam cheaper and with better accuracy. The Hummingbird, Panda and Penguin algorithms have tried to fight spam, but RankBrain has added more potential. Fighting spam has been a focus of Google ever since the beginning and I think by 2020 spam will be mostly filtered out and useless," says Jeffrey Bell from SplitandTrack.com.

Local Position Marketing encourages people to visit their site, from where they can receive a free website audit. This will show their current position and how it can be improved by implementing the new rules associated with RankBrain. The company offers all necessary online marketing tools, including social media marketing, SEO, local positioning marketing, Google business view and professional website design. Their work is designed to ensure a business brand is able to remain in front of the people who are targeted, by increasing page ranking through SEO.

###

For more information about Local Position Marketing, contact the company here: Local Position Marketing Josh Kindlesparker 765-374-5354 josh@localpositionmarketing.net 1 Jackson St. Anderson, IN 46016

Local Position Marketing

Local Position Marketing is based on the power of building great relationships and working together with your local community. LPM is a Veteran Owned Business Based in Anderson, IN. We pride ourself on our reputation and getting results.

Website: <http://localpositionmarketing.net/>

Email: josh@localpositionmarketing.net

Phone: 765-374-5354

