



## **The SEO Experts SearchTides Announces Opening Of New Office In Long Island, New York**

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Assisting businesses and individuals to enhance their reach and strengthen their online presence significantly via search engine results, SEO company SearchTides has opened a new office in Long Island, New York and made their services more approachable for people of Long Island.

SearchTides believes that businesses need to be heavily visible in online search engine results if they wish to edge past the competition in the current era of digitalization. Search Engine Optimization has emerged as a perfect solution but generally needs to be handled by an SEO expert who knows what to do and how to do it. SearchTides has proven itself as one such highly expert SEO agency hailing from New York City, gaining a huge reputation through their extremely impressive and successful results. The company's recent announcement of the opening of their new office in Long Island, New York, aims to bring their services a step closer to the people of Long Island.

Gregory Brooks, the owner of SearchTides and the head SEO strategist, talked about their new office and said, "We started out in Manhattan because that was centrally located to much of the business in the city. However, I wound up consistently traveling 60-90 minutes on the LIRR to meet clients at their locations, so it

made sense to bring our services closer to the 8 million residents of Long Island. We look forward to pushing forward and becoming the leading Long Island SEO company.?

He discussed the expert SEO services that his agency offers and said SEO is crucial in this day and age due to what he termed "frictionless behavior." Brooks explained, "In this modern era, consumers are turned off by advertising. It's hard to sell when someone doesn't want to be sold. But, when you want to look something up online, what do you do? You probably search on Google. Therefore, showing up at the top of Google, Bing, and Yahoo puts your business in the exact location where consumers are already looking for solutions."

While exhaustive keyword research still plays a large role in the perfect SEO plan, a more holistic approach is now needed due to increased intelligence of both the human and machine kind.

"Google recently released RankBrain, which is actually artificial intelligence, and it is currently the third highest ranking factor in the Google algorithm. More than anything else, the RankBrain release signals to SEO agencies that cutting corners will be penalized in a way never possible with human eyes monitoring the network. As you can imagine, SearchTides is very excited about the release of RankBrain."

Initially, SearchTides worked exclusively with healthcare providers, but expanded as demand spread out through all major industries. Many of their client relationships are similar, beginning as a smaller SEO engagement and then expanding far beyond their initial scope.

"Yes, our SEO strategies work really well and provide great ROIs for our clients. Beyond that though, what every business actually wants is more leads, sales, revenue, and profit. We often times see our services expanding beyond "how many #1 rankings can we achieve.?"

With their new office now open, the company continues to work towards providing those expanded results and delivering a healthy ROI for clients through search engine optimization and strengthening their overall presence online.

For more information, visit: <http://searchtides.com/long-island-seo/>.

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For more information about SearchTides SEO Agency, contact the company here: SearchTides SEO Agency Gregory Brooks (646) 854-9907 [support@searchtides.com](mailto:support@searchtides.com) SearchTides 626 RXR Plaza 6th Floor, West Tower Uniondale, NY 11556 (646) 854-9907

**SearchTides SEO Agency**

Email: [support@searchtides.com](mailto:support@searchtides.com)

Phone: (646) 854-9907



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