SEO Tool Lab Names Schwartzman & Associates Public Relations Agency of Record

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Seattle ? SEO Tool Lab, the leading provider of quantitative SEO software solutions, has appointed Schwartzman & Associates ? a renowned public relations agency ? as the agency of record.

Schwartzman & Associates, a renowned public relations agency, will help drive awareness and adoption of SEO Tool Lab?s Cora SEO software, which provides detailed quantitative, correlational insights into the roughly 9,000 plus ranking factors available to Google for ordering search engine rankings.

Schwartzman & Associates is a public relations agency with applied search engine optimization consulting knowledge. The PR firm has a strong track record using strategic communications campaigns to combine thought-leadership-grade creative content production and digital publishing with media relations and on-page SEO.

The collection, analysis, and release of primary research is one of the public relations services that Schwartzman & Associates provides. Principal consultant Eric Schwartzman recently published a white paper on the state of Negative SEO that spurred feature coverage in Business Insider by shedding light on

controversial SEO practices, black-hat tactics, and unethical behavior. Schwartzman?s public relations agency will work to build visibility and credibility for SEO Tool Lab?s stand-out search engine optimization analysis platform through mainstream media relations, creative, editorial content, and search engine optimization.

?Finding a public relations agency with the technical literacy, intellectual stamina, and willingness to develop our story was particularly challenging,? said Ted Kubaitis, SEO Tool Lab founder. ?In practice, a PR firm's claim of capability to perform work does not guarantee the execution of said work. Schwartzman & Associates has both the capabilities and a proven track record of delivering results.?

Using intelligence from SEO Tool Lab?s Cora software, Schwartzman & Associates will release timely news about Google algorithm updates, SEO test results, and primary research on changes in local SEO, voice search, and mobile SEO with a focus on SEO in e-commerce and SEO in content marketing.

"We are excited to help SEO Tool Lab provide greater transparency into the math behind how Google ranks web pages," said Eric Schwartzman at Schwartzman & Associates.

Adapting SEO strategies to cope with search engine volatility requires tools to understand and respond to ranking fluctuations effectively. By providing visibility into search ranking volatility, Cora helps SEOs mitigate the risks of keyword cannibalization, assist in evaluating the strength of existing rankings, and identify growth opportunities. Additionally, it can detect and report on Google's split testing of different title and description versions in search results. This level of analysis is vital for businesses to maintain a competitive edge since adapting to these fluctuations can mean the difference between securing top rankings and being outranked by competitors.

Facts About Public Relations Agencies

According to a recent survey, 74% of small businesses believe hiring a PR agency has positively impacted their brand awareness and reputation.

68% of businesses reported that their PR efforts directly impacted their revenue growth.

About SEO Tool Labs

SEO Tools Lab is a leading provider of innovative SEO software solutions, helping businesses of all sizes improve their online visibility and drive organic traffic. With a focus on analytical tools that reveal actionable insights, SEO Tools Lab empowers companies to improve their universal and local search engine visibility through on-page and off-page optimization. Before he founded SEO Tool Lab, Ted Kubaitis grew ecommerce

revenue from $5M to $65M for his formed employer.

About Schwartzman & Associates Public Relations

Schwartzman & Associates, 700 S. Flower Street #1000, Los Angeles, CA 90017, is a boutique public relations agency known for its expertise in coupling strategic communications and mainstream media relations with creative, editorial content publishing and SEO. With a client-centric approach and a passion for delivering measurable results, over the past 20 years, Schwartzman & Associates has earned its reputation as a trusted partner in the PR industry for a client list that includes Boeing, Cirque du Soliel, Johnson & Johnson, Lucasfilm, Toyota, US Dept. of State., United States Marine Corps, and dozens of small and medium-sized businesses. The firm?s principal consultant Eric Schwartzman, is the founder of iPRSoftware, a best-selling author of two nonfiction books, and an award-winning podcast producer. More information at www.ericschwartzman.com.

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