



Portland SEO Expert Publishes Shocking Infograph Demystifying Google's Rank Brain Algorithm

February 08, 2016

February 08, 2016 - PRESSADVANTAGE -

An SEO services company in Portland, OR, has published an infograph that demystifies Google's Rank Brain algorithm. The infograph starts by explaining what the algorithm is, something that many are struggling to get to grips with. It goes on to explain how it can benefit businesses in terms of their SEO efforts, and how the company uses it for clients.

Robert Harden from PDX SEO says: "With the Rank Brain system, Google has officially put search results in the hands of a machine-learning artificial intelligence system. It is able to learn and better provide results related to completely unique searches. It means it is able to give user the best results possible for long tail and conversational search queries."

The Portland SEO services provider has made it its mission to get to grips with how Rank Brain works, thereby being able to better service their clients. While SEO was once solely about meta tags and backlinks, this isn't the case anymore. Unfortunately, many SEO agencies still have a very strong focus specifically on those factors, and this is costing their clients a lot of traffic. The company wants to set itself apart from the rest by ensuring they apply the principles of the said algorithm to all their work.

This is something that has made the company incredibly popular. "I know that being found on the internet is all about Google," says one happy customer. "However, I am a plumber by trade, so I don't know how to go about any of this. From the time I have outsourced my internet campaign to PDX SEO, I have seen a huge increase in my customers and I believe this is because of the fantastic work that they have done. They really know their stuff and they made me feel comfortable with letting them get on with it while I concentrate on plumbing."

Rank Brain, according to PDX SEO, is a new type of ranking signal. It is seen as a positive advancement in terms of websites, encouraging more people to publish high quality content and engage in excellent marketing practices. While it has only recently been released and is therefore still learning, it is causing significant ripples in the world of SEO.

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PDX SEO

PDX SEO is a full service digital marketing agency located in Portland, Oregon. We specialize in search engine optimization, reputation management, and brand building.

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