

True North Social Expands Ecommerce SEO Services to Drive Online Store Conversions

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CULVER CITY, CA - October 24, 2025 -
True North Social, a full-service digital marketing agency based in Los Angeles, announced the expansion of its search engine optimization services specifically tailored for ecommerce businesses seeking to improve their online visibility and conversion rates. The enhanced service offering integrates advanced SEO strategies with the agency's existing expertise in social media management, content creation, and web development to deliver comprehensive digital marketing solutions for online retailers.

The expanded ecommerce SEO services address the growing need for online stores to maintain consistent visibility across all digital channels while optimizing for both search engines and customer conversions. The agency's approach combines technical SEO implementation with strategic content development, ensuring that ecommerce websites not only rank higher in search results but also provide seamless user experiences that drive sales.

"Ecommerce businesses face unique challenges in the digital marketplace, where visibility and user

experience directly impact revenue," said Sophia Williams, Executive Assistant at True North Social. "Our expanded SEO services go beyond traditional optimization by creating synergy between search visibility, social media presence, and website functionality to deliver measurable results for online retailers."

The comprehensive service expansion includes specialized optimization for product pages, category structures, and site architecture designed specifically for ecommerce platforms. The agency's team of SEO specialists works alongside social media managers, content creators, and web designers to develop customized strategies that align keyword optimization with social media content, ensuring consistent messaging across all digital touchpoints.

True North Social's enhanced offerings encompass local SEO for businesses with physical locations, link-building strategies tailored to ecommerce sites, and conversion rate optimization techniques that transform website visitors into customers. The agency also provides specialized support for major ecommerce platforms, including Shopify development and WordPress integration, ensuring that technical foundations support marketing initiatives.

"For businesses looking to establish or strengthen their digital presence, interested parties can visit our website to learn more about the comprehensive digital marketing solutions available," added Williams. "We offer detailed consultations to assess specific business needs and develop customized strategies aligned with market conditions and growth objectives."

The expansion comes as ecommerce businesses increasingly recognize the importance of integrated digital marketing strategies. Recent industry data shows that organic search drives more than 40 percent of ecommerce revenue, highlighting the critical role of SEO in online retail success. The agency's holistic approach addresses this need by coordinating SEO efforts with paid advertising campaigns, influencer partnerships, and content marketing initiatives.

Founded in 2013 and headquartered in Culver City, California, True North Social serves clients throughout the Los Angeles area and beyond. The agency specializes in providing integrated digital marketing solutions, including Instagram marketing, TikTok marketing, Google Ads management, Facebook advertising, and comprehensive photography and video production services. The company's team of digital marketing specialists focuses on creating original branded content and implementing proven strategies that differentiate brands in competitive digital marketplaces.

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For more information about True North Social - Los Angeles, contact the company here:True North Social - Los AngelesSophia Williams3106945655sophia@truenorthsocial.com5855 Green Valley Cir #109, Culver

City, CA 90230

True North Social - Los Angeles

True North Social is a digital marketing agency with headquarters in the Los Angeles area. Using an artful mix of social media management, paid advertising, SEO expertise, website design, photography, and video.

Website: http://truenorthsocial.com

Email: sophia@truenorthsocial.com

Phone: 3106945655

