
Rapid SEO Expert Announces the Introduction of a Local SEO Package

This local SEO package is a stand-alone package that customers will benefit from, as local SEO continues to increase in importance due to the popularity of mobile devices, RapidSEOExpert.com reports

FOR IMMEDIATE RELEASE

(Queensland, Australia) Rapid SEO Expert announces the launch of a new local SEO package as a stand-alone service. Local SEO continues to increase in importance as more people now turn to their mobile device when they wish to obtain information about a business or service. Fifty percent of consumers who carried out a local search using their mobile phone visited a store within 24 hours of this search, and the same is true of 34 percent of consumers using a tablet to conduct the search. Businesses need to ensure they are showing up in the local SEO results to gain this business.

"Smartphones have helped to increase the number of mobile searches, with 87 percent of smartphone users conducting at least one search every day using their device. Sixty percent use a mobile device to obtain information about local products and services, with 50 percent using the device to obtain an address or other pertinent business information. Any business that does not appear at the top of the mobile search engine results page will be missing out on business as a result of this increased mobile device usage," Kayla Anderson, spokesperson for Rapid SEO Expert, explains.

Local SEO serves as a cost-effective way to market a business online. When a business ranks in Google Plus Local, it becomes easier for consumers to find this business. In fact, 78 percent of consumers use the internet to locate directions to a business or to obtain the phone number to call the company. Local SEO has become essential as 46 percent of searches conducted on Google are now for a local business. Every organization needs to ensure they are getting a share of this traffic.

"Rapid SEO Expert (<https://rapidseoexpert.com/packages/local/>) creates customised campaigns, based on the unique needs and goals of the business. Every decision made is backed by testing and data, and clients receive regular reports to allow them to see where their business stands. Furthermore, clients have access to everything Rapid SEO Expert does on their behalf, as they are given access to all URLs and the logins. Transparency is essential when a business is investing money, and we understand this and take these extra steps for client peace of mind," Anderson declares.

Local SEO is a constantly evolving field. Google recently made changes to their algorithm to ensure customers receive information that is local to them regardless of which country they search. For example, a person in England may use the Google website for Italy to type in men's tailor, but the results will show tailors in England as opposed to Italy. The goal of this algorithm change is to ensure users receive information that will be of most benefit to them. Businesses need to make certain their information is updated so customers can find them when entering a search query.

"Visit our blog (<https://rapidseoexpert.com/category/blog/>) today to learn more about the importance of local SEO and changes that Google has made to their algorithm as well as changes that may be coming. We offer a variety of local SEO packages to meet the needs of all and cover the four essentials of local SEO-full citation audits, local directory citations, rich media citations and social citations. As a result, clients feel comfortable knowing their local SEO needs are being met," Anderson states.

About Rapid SEO Expert:

Rapid SEO Expert strives to get businesses found online, then make use of advanced marketing automation to turbo charge sales.

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