Portland SEO Consultant Responds To Story About Fake Businesses Getting Listed On Search Results

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Portland SEO, a business in Portland, OR, was dismayed to come across a recent New York Times article that showed that some companies are now using SEO tactics to get to the top of Google, without actually being an authority in their niche. Specifically, this is happening for locksmiths, who are swindling hundreds of dollars out of unsuspecting clients by being call centers rather than actual locksmiths. The company points out that this should not have happened if the SEO company properly vetted clients, which is what Portland SEO does.

Augusto Beato from Portland SEO says: "The reality is that having online authority is not necessarily the same as actually being an authority. This is why we promise to only work with companies that are genuinely in the business they say they are in. We want to make sure that, when a page hits the top of the Google search results, it is because they are actually the best in what they say they are."

The Portland search engine marketing company has added some stringent requirements for the companies they work with. They have a number of vetting procedures in place that determine whether the company is actually genuine. They will, for instance, visit the business premises if possible for meetings, and they will have extensive conversations with the business owner. This is all done in an effort to make sure that the company is legitimate.

"Essentially, I want to play a role in making sure that Google is actually truthful," adds Augusto Beato. "Because the search engine works on an algorithm, understanding the algorithm is actually all it takes to gets to the top. We want to set ourselves apart, along with a number of other SEO companies, by making sure people don't just use their algorithm knowledge to their advantage."

Those who have worked with a Portland SEO consultant have been very happy with the results. "I wanted to get to the first page of Google, as that is where the business happens," says Paul T. "I was very impressed, however, with the fact that Portland SEO first checked that I am actually who I say I am."