Sigma Infotech Helping Small Businesses Gain Higher Visibility through Google Places

Sigma Infotech is a search engine optimisation expert that offers progressive solutions to SMEs through Google Places optimisation. This service has the capability to empower any business with greater popularity and visibility among the local audience.

When you have a limited marketing budget and want to target the local audience, Google Places business listing offers a perfect solution. Search engines, like Google, tend to give more priority to local search results over general results. This suggests that local search engine optimisation is of utmost importance for those who want to get the desired attention of the target audience in the local market, and Google Places can be the ideal platform for that. Sigma Infotech is one of the specialists in Google Places optimisation that manage your business listing on Google Places and targets the local audience.Small businesses that dont have a website or any form of web presence can significantly use Google Places to take their first step in online marketing and promotion. When your business is listed on Google Places and is well optimised, your business is bound to rank on first page of Google. Sigmas search engine optimisation experts manage your Google Places account by adding useful and search engine-friendly business description, product/service details, photos, videos and more. You can also add special promotions and coupons to gain customer attention and convince them to try your services. These experts continuously monitor the performance of your business in terms of search engine ranking, traffic generation and conversion rate. The team also ensures that there is no violation of the rules and norms set by Google for local search engine optimisation.What makes Google Places a more reliable source of information is that it is powered by the biggest search engine, which is known for maintaining quality of the search results. So when your business listing features on page one of Google, you can witness significant improvement in the incoming traffic to your brick and mortar store and the rate of increase in your customer base.Thereby, local businesses that want a strong online presence without investing in a web design or other online marketing strategies, can simply hand over their Google Places optimisation project to Sigma Infotech and get ranked on page 1 of Google at a price you can afford.

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