

## **Naperville Resident Bruce Jones Launches New SEO Consulting Firm**

*A new search engine optimization company is in town to help local businesses improve their Google presence and digital marketing strategy.*

February 4, 2020 (FPRC) -- Bruce Jones is known in the Naperville community as a search engine optimization and digital marketing expert, a title which he has earned over the past two decades as digital marketing strategist, CEO of his own marketing firm and more. Now, he has just launched a new consulting business in which takes on a new position as an SEO consultant, allowing him to focus on what he has always enjoyed the most in his professional life: helping small businesses grow their Google presence and get more qualified leads.

His SEO Consulting company offers inbound marketing services to businesses of every niche. His SEO consulting services helps to develop and implement digital marketing strategies for new leads as well as offer opportunities and solutions for improvement as a means to achieve business goals. Bruce's company is based in Naperville and works closely with many local businesses. He already has a client in Houston TX, a few in New York City, LA and even one international SEO client in Bali Indonesia. Bruce works closely with sales and marketing teams to understand a company's goals and needs, as well as create a conceptual road map of how to get there. His consultant expertise includes SEO strategy, keyword research, competitor research, training, reporting, website audits and more.

Bruce has always preferred working directly with entrepreneurs, business owners, and marketing teams to brainstorm and document SEO strategies personalized for them. He already runs a personalized SEO education company called 1ON1 SEO Training, which offers SEO classes for individuals to learn about inbound marketing and how to do their own search engine optimization. Now, with Bruce Jones SEO Consultant, he wants to work on personalized approaches to analyze and identify the needs of each business he works with, and then apply different strategies to grow his clients' businesses.

"The longer I am in this industry and the more businesses I work with, the more I realize the true needs that businesses seeking out digital marketing companies have," says Bruce. He explains that local businesses value their time and their money, and they want to have an understanding of every aspect of their business, even if they are outsourcing certain tasks. Bruce explains, "having a laser focus on what Google and your customers are looking for is where the best value is. in 2020 more than in the past, businesses owners and CEOs want someone who will work alongside them and explain to them why it is this way and not that" – an understanding that has led him to truly join the team of each company that he works with

Naperville businesses hold a special place in Bruce's heart, because he has vast experience working with local businesses from virtually every industry, from real estate to legal to e-commerce, medical and more. "It's great when I can see the power of a great digital marketing strategy working right before my own eyes, when start-ups or struggling businesses completely transform into better producing companies thanks to effective inbound marketing strategy and fixing website design and technical errors" tells Bruce.

About Bruce Jones SEO Consultant: The concept of Bruce Jones SEO Consulting takes the knowledge of an SEO expert with many years in the field and combines it with the ever-increasing importance of personalized approaches and working together as a common goal. By working closely with companies, Bruce Jones works with companies on their current digital marketing strategy and helps them to create, implement, and monitor revised strategies moving forward, in order to gain new leads, improve their online presence and ultimately be more successful in their business goals.

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