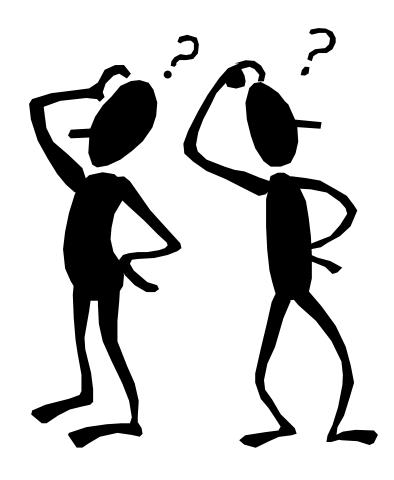# 8 TIPS on HOW TO CHOOSE AN SEO COMPANY:

One of the base steps to developing your website is your SEO. Before the design is set up you need to have your SEO campaign in place. Whether you're a new webmaster just starting out or you've tried your hardest to manage your own SEO but it's just not working, it's time to look around for a reputable SEO company to give your site the credibility it deserves. But with so many SEO companies around how can you decide which one to use? And how can you ascertain which ones are legit and not out to just rob you of your money and rank you nowhere or even get you penalized by a search engine?

There are a couple of ways to determine which SEO company will work best for you:

- ❖ Firstly, experience. Inquire as to how long this company is in business. In this field, usually years of work equals years of experience. A company who knows the business is more experienced and familiar with the search engine algorithms and is skilled in the best way to optimize. Find out if the agency deals specifically with SEO or are they proficient in other website development areas too.

- ❖ Any company who outright promises to get you a #1 ranking without using paid methods should cause you to doubt their competence. As quoted from Google selections tip, 'no company can guarantee a number 1 ranking in Google.' This applies even to keywords that are not so popular.

- ❖ Check out the page ranking of the potential SEO company to determine how successful they are. If they haven't achieved a ranking of at least 4-5, then stay away. Research into which keywords they are optimizing for and check out how that's ranking too. If they're not ranking well for their choice keywords then how wonderful can their services be? An SEO company should be able to present their own website as an example of their optimization capabilities. Would you visit a dentist whose own teeth are not taken care of?   A good SEO company must be well versed in all current SEO algorithm knowledge. Great SEO Companies should also be able to optimize for future algorithms. Search engine ideas change from day to day; SEO specialists need to be able to quickly adapt to any changes that may arise in the near future.

- ❖ Nothing can be more reassuring than a recommendation from a friend or colleague. If you have a friend involved in this industry too, ask about SEO companies they may know or have

previously used. Word of mouth from reputable sources is quite credible. Additionally ask the company/ies in question for references from previous jobs. A company who has a difficult time giving over information on past jobs should flash a warning sign in your head. A credible company won't fear giving over reference. Additionally, ask for a portfolio of past done work to see how this company does its job.

❖ Once you've narrowed down your choices it is wise to inquire on the company's SEO tactics. Not all options are so ethical and it's important that the company you choose only optimizes in a proper way. Some companies just use methods that fool search engines instead of ranking it for the content it contains, and if the search engines catch on chances are they may drop your site from their rankings all together. Don't be shy to ask which methods the company employs to increase traffic and rankings. If a company can't give you a clear answer chances are that not all its methods are legit and the examples of past work have just been pure luck. Discuss the possibilities available and which will be most beneficial to your site. Will they be adding new pages of content or just redesigning the present ones to make it more search engine friendly? Will they be adding or revising meta tags or just changing the existing web coding?

❖ Look for a consultant who understands your business. You'll be one step ahead if you do, because time won't be wasted as the consultant works to becomes familiar with the products you're marketing and the keywords that generate the best results.

❖ Cost is definitely a big determinant. You need to keep in mind that hopefully if the agency is as successful as they seem, most of the cost will be paid back through your site's success. Sometimes for a hesitant webmaster it may be a good idea to start slow, and then as traffic picks up and you can afford more, request an increase in services.

❖ It is essential to be on the same page with the agency in determining success. Success needs to be measured on YOUR terms, whether it's increased traffic, additional links or actual conversions. Additionally agree on a timeline for project launchings and expected completions.

It's a good idea to have your website developer sit in on meetings with the prospective SEO specialist to translate the hard to understand computer terminology and allow you to focus on discussing the job

you need to get done. Share what you've already accomplished so they don't waste time using methods you've tried already.

In summary, selecting an agency should never be based on price or reputation alone. You need to find an experienced company who can work together with you and your team to create the most successful SEO campaign for your business.