

6 Tips How to Select an SEO Firm

A customized Search Engine Optimization (SEO) campaign will help grow your business through improved natural or “organic” placement on search engine results pages. The primary goal is to increase search referral traffic, which in turn will increase leads and sales over time. Selecting the right firm is key to ensuring success.

The following guidelines are important to keep in mind during your agency review process:

- 1. Set realistic goals and expectations**

You must approach the situation with a superior understanding of your company’s online needs. The SEO firm can gauge the success and processes if there is a clear vision for the campaign objective.

- 2. Do your homework**

Now that so many firms have entered the market, you want to choose a firm that is reputable. Be sure to research reporting and tracking methods that the firm offers. Initially establishing accountability and responsibility can help the partnership between you and your SEO firm in the long run.

- 3. Examine their track record**

Who are their clients? What industries have they worked with? Always keep your needs in mind - envision your ideal partnership. You want to choose a firm that uses a customized approach to optimization. Cookie cutter strategies and campaigns do not deliver compelling results.

- 4. Look for excellent customer service**

The interactive realm presents an emphasis on dedicated account and campaign management. Be sure that your SEO firm provides the contact that you desire; this demonstrates their professionalism, commitment and quality.

- 5. Ensure their relationships with top search engines**

Google and Yahoo are vital to SEO strategies. The firm should have a strong relationship with a representative at each engine; this expresses their credibility.

- 6. Clarify their optimization methods**

Make sure that the firm is engaging in ethical business practices. Avoid firms that propose to optimize your website with hidden text or link spamming. These strategies have extreme repercussions; you do not want to risk your website being blacklisted by search engines.