



How To Choose A SEO Company

1. References :

Always ask for references. You should always ask for examples of previous work and client references. Shady or black hat seo companies will never give you a client list as most of the clients might well spill out the beans. Good seo companies will give you references to verify their claims and the best way to check the authenticity is to directly call them up and ask.

This is the single most important thing when choosing a optimization firm.

2. Did They Do A Proper Analysis?

When you ask for a seo firm for a proposal they should give you a detailed report on the current status of your website. A proper analysis would include factors like

- Current Rankings
- Competitor analysis
- Backlink analysis
- W3C Validation check & analysis
- On- page Issues
- Code analysis
- Redirect Checks

If they don't do it then they are not worth the time. Simple.

3. What Is The Plan Of Action ?

If good seo company should be able to clearly state what they intend to do and their plan of action. Shady or unethical seo companies wouldn't divulge their action plan. Always ask upfront what they intent to do and the strategy behind it. When you put your money you need to be sure of where's it going and how is it being utilized.

4. Do They Talk About Outdated Stuff ?

When you talk to a SEO Company be very sure of what is that you expect out of them. Similarly the seo company should also be able to tell you what should you expect out of the optimization procedure. Many companies still talk about meta tags, keyword density and other outdated seo techniques if the company that you are keen on hiring says these same things then its better to not proceed any further.

5. Do They Promise You Top Rankings ?

As a matter of fact no one can guarantee you top rankings. There are no guarantees made in seo and if anyone guarantees you that then chances are that it's a fraud or a money ripping scheme. Seattle times carried out an article regarding this, it can be found here –

http://seattletimes.nwsourc.com/html/business/technology/2002002970_nwbi_zbriefs12.html

The hard truth is that the search engine algorithms can not be altered and so guaranteeing such thing makes the whole concept suspicious.

6. Submission to 50,000 Search Engines ?

Some seo consultants / companies sell packages based on the fact that they will submit your site to 20,000 search engines and that will help you get massive traffic. This fact is far from the truth. In reality 50,000 search engines don't even exist and even if they did it wouldn't help you at all as most of the search engine traffic is generated by the top 3 search engines.

- Google (62.8% of all searches)
- Yahoo (16.2% of all searches)
- Bing (14 % of all searches)
- AOL, Askjeevs, Altavista combined. (rest 7 % all combined)

So if your site isn't visible in the top 3 search engines there is a very slim chance that you will generate search engine traffic to your website.

We hope that these pointers will help you choose your seo consultant/company wisely and not get burned or be taken for a ride by unethical firms.

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