



S.E.O

HOW NOT TO GET BURNT

Before you sign with an SEO company there are several questions you need to consider to avoid becoming one of the many businesses who have been burnt by 'low end' SEO companies, that simply do not deliver results.

1) Have they analysed your website?

A trained and experienced SEO technician will need to analyse your website and its software, to determine the onsite work needed to ensure all pages can be indexed and highly ranked by the search engines. They should provide exact details on the onsite work that they will be carrying out.

*** Do not pay for this, it is essential work they must undertake to provide an accurate quote.**

2) Have they analysed the linking strategies of your high ranking competition?

A quality SEO company will look at your competitors and identify the quality, number, and source of their inbound links. From this they can see how many links and of what quality you need to rank above these competitors.

3) Are they providing quality links pointing back at your website?

If an SEO company says they will build you a PR3 link then your link needs to be placed on a link page that has a PR of 3. These have to be built individually and take approximately 1 hour per link. Buying a high number of packaged links, (e.g, 500 PR4 links for £500), will mean that that the home page of the linking partner will be PR4 but the page your link is sat on will be PR0, 1 at best. This is known as 'low end' SEO, which was popular in the late 90's. You can get these links yourself very easily by submitting a simple article about your business to free article sites. This takes a couple of hours at most and could save you hundreds of pounds.

4) Can you really see a return on your investment?

Think about it, Companies that appear in the Top 10 of Google are generating high numbers of targeted traffic to their website, and they're not going to give that position up easily. The truth is you need to invest time, effort and expertise to really reap the rewards of high rankings. An investment of a couple of hundred pounds plus £50 per month is not going to get you competing with those websites generating thousands of unique visitors a day through search engines. * There is no point appearing number 1 on dozens of search engines for keywords that no one is searching for.

And finally...

There is no quick, cheap and easy solution to gaining high rankings on Google for highly sought after, competitive search terms. But once there, you will find a return on your investment many times over.

*** Make sure you have the right SEO company working for you, if they can answer the above questions confidently and correctly then chances are they will deliver what they promise.**