

What to look for in an SEO Company

Increasing Client Acquisitions and Advertising ROI by Leveraging
the Power of Online Marketing and Local Search

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They Have a Proven Track Record

Pay Per Click (PPC) advertising and organic search engine optimization are becoming increasingly competitive every year. A worthwhile SEO company should be able to provide you references and testimonials of their past projects right from the start. In addition to this information, your account manager should know off-hand the keyword phrases they have competed for in the past.

Keep in mind that achieving a number one ranking for a particular keyword phrase is only as impressive as the level of competition for that particular phrase. Among other quantifiable metrics, keyword phrase competitiveness can be measured by the number Search Engine Results Pages (SERP) that are returned when the specific keywords are searched for.

They Address Your Particular Marketing Goals

Search Engine Optimization can be one of the most cost-effective forms of marketing available to your company. Nevertheless, many run-of-the-mill SEO firms measure success entirely by the eventual Yahoo! Or Google rank achieved. Although this is an important step, it does not mean that the marketing goals you set for your website have been, or will be, met.

For this reason, your SEO company speak to you in terms of increases in customer acquisition and return on your investment in addition to using technical SEO jargon to explain how they will boost your ranking. Similarly, they should understand and clearly explain to you how their efforts will affect your total marketing costs and overall revenue. Finally, they should be mindful of how your growing internet presence will affect your brand recognition and company name.

In general, you must confirm that their strategies are in line with your marketing goals - and that they measure progress by the effect on your bottom line. After all, what is the benefit of a marketing strategy if its success isn't directly measured in dollars and cents?

At Star Nine Marketing, our measurement for success is contingent upon your company's new growth. Because of this, we are selective with our ventures and partnerships to ensure mutual profitability and assign our clients individual account managers to deal with directly. Most importantly, we not only focus on helping you rank higher but also perform the necessary multivariate analysis to optimize your conversion rates and drive more targeted traffic to your website. In short, we deliver results not promises.

They Will Assign You an Individual Account Manager

The strongest and most effective SEO campaigns are run by companies who not only have experience and expertise, but the resources and man-power to get the job done. Worthwhile firms make it a policy to do in-depth research on potential projects and are very selective in choosing which ones to move forward with. Afterwards, they will assign you an individual account manager to ensure that your specific marketing goals are met.

They Devote Extensive Time and Effort Given to Link Building

These days, major search engines use an organic ranking system that places a great deal of importance on the quality and quantity of inbound links to your website. Even still, many SEO companies don't devote the necessary time to building these links because the process is both time consuming and expensive.

Ranking highly in organic search results for a few specific keyword phrases is proven to drive more targeted traffic to your site, boosting conversion rates and lowering costs per lead. So, to truly benefit from effective SEO, make sure the company you hire specializes in running successful link-building campaigns. The time and expense are well worth the end result.

They Balance SEO Copy writing with an Enjoyable User Experience

Any worthwhile internet marketing company will be able to explain to you the importance of SEO copy writing and keyword density in your website's content. The problem is that such copy writing assignments are often outsourced to cheap, inexperienced writers, and the final product is overwhelmingly redundant and provides for a poor reading experience.

- ❖ Question: Why should the user experience (i.e. the quality of writing) matter to you or the SEO company you hire?
- ❖ Answer: Website content that is not engaging to the reader lowers conversion rates and detracts from the benefit of a higher ranking—plain and simple. As discussed earlier, if it hurts your website's contribution to the bottom line, it should be important to your SEO company as a result. For your relationship to be mutually successful, they must account for ALL the factors that impact your website's ability to attract new customers - not just its ranking in Google.

Most often, the best SEO firms have an in-house staff with the talent to generate original content that benefits from optimal keyword density without sacrificing the quality of the user experience. This task is hard, time-consuming and expensive –but is the most-effective solution to the problem.

Star Nine Marketing has an in-house team of writers and editors whose sole responsibility is to address this balance and deliver engaging reader content with optimal SEO copy writing benefits.

When appropriate, they will engage in Blog Marketing and Social Media Optimization

What people are saying about your company and your industry can, at times, be as important as a top ranking in Yahoo! Your SEO firm should demonstrate the ability to professionally engage in blog marketing and social media optimization to both monitor and affect how the online population regards your company.

In short, your growing internet presence not only helps drive traffic to your site, but it also develops a reputation associated with your brand. This additional impact from effective search engine optimization can be a key aspect of your company's eventual success or failure. For this reason, make sure your SEO firm has experience in this arena.

They Never Use Auto-Submissions to Search Engines

If an SEO company explains to you that they will auto-submit your website to a myriad of different search engines and directories, RUN AWAY! NO EXCEPTIONS. This is a form of spamming and is unethical as well as ineffective.

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