Article Side

Choosing the Right SEO Company, seo professionals by Seolncr

Article published on March 7th 2012 | Business

It can be overwhelming when you come across hundreds of websites, each claiming to be an SEO professional or an SEO expert.

However, SEO is no kidâ€™s play. If you want to get true results, you need to be very wise when choosing the SEO company you want to work with for the optimization of your online presence. A genuine SEO company takes care of the search engine optimization of your website in its entirety.

But before we get in depth into SEO professionals, letâ€™s have a look into whether you REALLY need them or not.

Do I need to pay an SEO company to rank my website?

I will illustrate my point with an example. Your sinkâ€™s water pipe breaks. You usually have 2 options: repair it yourself or call a plumber.

Do you need a plumber? No. Will he ease up your life and give you more free time? Yes.

However, search engine optimization is a bit trickier than this. Itâ€™s an ongoing thing. Itâ€™s like having repair your sink everyday. And if you want to achieve better results in the search engines, it would be like repairing multiple sinks in daily, along with repairing other things (toilet, car engine etc).

If you enjoy sitting in a room and working on building backlinks to your website, then go on, but keep in mind that you could be spending more time on doing more â€“ like creating new products and services.

With that said, letâ€™s get into what you need to look for in an SEO company.

Before signing up with anyone, make sure that:

The SEO company takes care of your on-page optimization

The SEO company takes care of your off-page optimization

On-Page SEO

Optimization starts right on your website, ranging from things as simple as changing the title tags to a keyword targeted phrase to more complex things like mod_rewrites, site map creation, content optimization and CSS validation.

Your SEO company needs to specify on their website that they take care of all this!

Off-Page SEO

Having a perfect navigation structure is not enough. Your website needs backlinks!

Now, software are available where you can just push a button and generate ten thousands of links instantly. However, thatâ€™s NOT what you want for your website as you will easily be sandboxed by the major search engines (they will simply ignore your website).

Verify that your SEO company is giving you a variety of links, coming from various sources. This can be done by social bookmarking, web directory submissions, article submissions, classified posting etc.

Ideally, an SEO company should have different plans or packages, where they provide their services at different levels or prices.

For instance, a website revolving around a review of a certain product wonâ€™t need as much optimization as one revolving around weight loss. It would be a stupid for the product review guy to go after a $5000 plan or the weight loss guy to go with a $5 blog commenting service.

Also, if you are not sure of what you are getting, do not hesitate to contact the company, even if you have not ordered yet. If the SEO company is serious, a representative will get back to you to answer your questions.

http://www.mycompanymarketing.com/

Article Source:
http://www.articleside.com/business-articles/choosing-the-right-seo-company-seo-professionals.htm - Article Side

Seolncr - About Author:
If you do not understand the answer of your question from this article you can visit for more details and queries: www.mycompanymarketing.com. a seo professionals and a seo services provider.

Article Keywords:
seo services, seo professionals

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!