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It is harder today than ever before to find a well paying job. With the ongoing economic crisis jobs have become very few; many people are competing for the few job positions available. Self employment is turning out to be a viable alternative for many people but here there are also some challenges to contend with such as raising capital and managing a business into profitability. Luckily, now there is an increasingly popular way of making money from the internet and this is through Search Engine Optimization or SEO in short.

SEO offers a means to earn revenue both for web-based businesses and for companies providing SEO services. In addition to these two a third category of beneficiaries i.e. SEO resellers is fast taking shape. How does this concept work?

A business definitely wants to reach as many online customers as possible and it therefore contracts an SEO company Singapore to develop appropriate SEO strategies for this purpose. The company thus contracted may not have the required expertise in SEO or it may be more focused on other aspects of the business such as web design and e-commerce strategies. The SEO Singapore might therefore need help from qualified and dedicated SEO experts and so it recruits a reseller/s whose task is to develop and resell SEO services to the customer. In a way, the SEO reseller is comparable to a salesman.

To be a reseller an individual needs to join an SEO reseller program offered by a SEO company Singapore. With most companies there are no special requirements for joining such programs and which makes it an ideal venture for stay-at-home mothers or young people who wish to supplement their incomes. All one needs is a flair for marketing. Money is earned either by profit sharing with the SEO Singapore or in upfront payments.

As with all money-making ventures SEO reselling has also attracted its share of fraudsters. There are many online scam firms that pose as legit SEO reselling programs but which end up defrauding the resellers. A potential reseller is thus advised to exercise caution when signing up for these programs.

Among other considerations that are necessary, it is important to consider whether the program requires subscription fees; if so then one should be wary of the program. Also important is the degree of dedicated support offered by the SEO Company Singapore to the reseller and the nature of customers that the reseller will be selling to. The more reputable companies offer very good support systems in this regard. All said, reselling SEO is fast catching on as a legitimate means of earning money but caution is advised as one makes a foray into this area.

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