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Guaranteed SEO is Not Always a Dirty Word by [Steve B](#)

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While many articles have been written on the widespread and frequently misunderstood use of the term guaranteed SEO, there seems to be a negative stigma surrounding the phrase, and today we're going to dispel some common misperceptions about SEO services providers who often employ the term guaranteed SEO to lure in new clientele and close a new contract. Of course, the word guaranteed in and of itself raises understandable questions and concerns, such as guaranteed to whom? What specifically is being guaranteed in this guaranteed SEO services package? Are these factors measurable? What percentage of my money will I get back and at what point in the guaranteed SEO campaign will we know whether such a guarantee has been met?

While these are all completely valid inquiries (especially for those of you new to the world of SEO, guaranteed SEO, or even online marketing in general), and should be answered quickly, easily, and clearly by your prospective guaranteed SEO service provider (and if they don't answer, or if they're shady about anything related to their SEO packages, walk away), you do need to realize that, while there are many guaranteed SEO providers to avoid because of black-hat tactics or other questionable practices and protocols, there are equally as many good guys out there in SEO firms that provide legitimately guaranteed SEO for your business.

Of course, as you may have read before, guaranteed SEO can't technically be guaranteed if they're promising something that simply can't be upheld, like obtaining a top spot on Google within just days, even for a highly competitive industry or location. The truth behind guaranteed SEO is that, because the methods by which all major search engines rank their searchers' results are kept secret, it would be impossible to guarantee a "number" of a particular ranking. There are innumerable factors contributing to a search engine spider's assessment and indexing of a website, most of which many business owners and even SEO providers don't even know about, let alone enough to provide Guaranteed SEO.

On the other hand, there are always those who do provide honest guaranteed SEO, but you need to carefully look at the wording they use to promote the sales of their guaranteed SEO packages. Look for more abstract or vague promises "not to imply they won't accomplish anything, but pragmatism is a highly invaluable quality in guaranteed SEO providers" such as "we guarantee you'll be satisfied with your return on this investment in guaranteed SEO, or you'll receive a full refund."

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