# How to Choose the Right SEO Company by Julia Roger

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Now that you have decided to take a plunge into the world of SEO outsourcing, let us offer some helpful advice. The most important is to find an SEO that provides the right service without breaking the bank. There is hardly any dearth of professional seo services around. However, there are always going to be major discrepancies with what different SEOs anywhere on the internet provide and what you ultimately get. So the question is how to find the right SEO service in town.

Testimonials, by far, have proven to be the most crucial factor for measuring the effectiveness and honesty of SEO marketing services. Is the service working for other companies and their sites? If there are, in fact, a plethora of individuals and companies having success with the said service, then you can assume the same results to happen in your case. The tricky part here is that things are not always the same as they meet the eye. Our advice to you would be to have a deeper look if the reviews are most by newcomers.

Proofs of services provided by SEO companies do go hand-in-hand with a majority of the testimonials. How exactly is the SEO professionalâ€™s own site placed in the SERPS? There must be some evidences which prove that they can actually rank a website highly in the SERPs. How else are they supposed to rank yours? Case studies and testimonials are definitely some of the most powerful forms of proofs around, more especially so since it is not possible for you to guarantee that the SEO firm ranked its website with only the strategies described.

Index linking is actually an effective way of picking out the relative pros and cons. Creating back links alone is quiet fine, but the links too must be indexed. Good and authentic SEO companies worth their two cents are going to have a proper indexing process built into the service. If you are actually looking at seo marketing services that do not so much as even mention backlink indexing, then it is likely that you are not looking at a proper service offered by a proper professional.

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