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Three Things to Consider before Getting SEO Reseller Services from a SEO Company India by Manoj Maurya

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Before you start looking for SEO India, to help you start off as an SEO reseller, you need to determine a few things that will help you get the best SEO reseller services. Itâ€™s not wise to determine these as you go, as that will only hassle you, and impede your business operations. Here are the three things that you should decide beforehand:

1.One SEO Company India or many? As an SEO reseller looking to increase profit margins, you could do some serious research, get individual SEO India services quite cheaply from many different SEO companies and put them together to make a respectable SEO program. Theoretically, this should not be difficult if you have some SEO know-how. At the same time, you shouldn't underestimate the time that you will have to allocate for integrating the data, coordinating and communicating with the different SEO firms. It may just not be possible to make things appear coherent. However, your clients may not be that picky about presentation. If so, you can perhaps work with many firms. But for a real SEO program, you should engage a single firm even if it costs a little more.

2.Are SEO reports and tools necessary for you? When trying to find the best SEO Company India, you should consider what support reports, tools and dashboards are provided with the SEO reseller services. If you are going to cover this yourself, you can go for point-services. But if you are looking for something more comprehensive, the full service reseller plans will be better. Such plans will do all the support work for you, give you a privately branded portal, and all monthly reports in PDF. These will obviously cost a bit, but it will save you time and effort. You should determine what's best for your business according to the needs of your clients.

3.Do you want accountability with regard to SEO India results? This is very important. There is a wide variation in how SEO programs perform when it actually comes to improving rankings. With some firms, you can outsource the work but not the accountability. In our opinion, the best SEO firms are those who accept accountability for business results, even if itâ€™s for outsourced work. This will again cost marginally more, but it makes better business sense when you consider the cost of customer acquisition. In other words, it will cost you much more to replace a customer who leaves due to bad SEO results than to have a slightly lower profit margin on a customer you retain for years.

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