Before You Hire SEO Services - Checklist by Simon David

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A business website, when properly promoted and regularly updated, can become a perennial source of income. Your business website also reflects the reputation of your business and thus when you are considering to hand it over its promotional work to SEO services; you need to follow a stringent procedure. It is better to make a checklist of the points that are to be taken care of while hiring SEO services.

Reputation of the company

No matter how well they are promoting their business, you should check the reputation of the company. You also need to take care of the nature of the project they undertake and also their success rate. You cannot entrust the search engine optimization work of your website to a company with bad reputation.

Check their work

You need to ask with the company for some type of proof of their advertised excellence. The proof should be of a website that is either similar to yours or at least falls in the same vertical. Do not accept proof of any website that they have just started working on. Insist on getting details of at least 6 months to over a year of work and progress over the website they have worked.

Check their website

It is infallible method of checking whether the claims made by the service providers are genuine or not. You should check their website and its ranking on the keywords that they target through the website. If they are really good and are really as efficient as they claim to be, then their own website will be ranking high on the targeted keywords. This gives a good idea of whether they can promote your website or not.

Enquire about the process

You should definitely enquire about the process they undertake to promote a website. If they utilize any forbidden tool, then your website can face the dire consequence. Some service providers also try to promote your website through cheap back links which can prove detrimental for your site. However, by making such enquiry you can be sure that your website will not have any bad neighbors to ruin your reputation.

Charges for making changes

It is very obvious that when you hire a search engine optimization service for your website, a lot of web development changes will be required to make your site perfect for the further process. Some service providers offer complete web development process along with web design services for your website. However, you should know what changes are required and whether you need to pay extra for those changes or not.

Updating the content

A lot of content is required based on number of landing pages and targeted keywords on which your website is to be optimized and promoted. Therefore, you should know if the charges paid for SEO

services are inclusive or you need to shell out extra for content that will be written and updated on your website.

There are numerous other points that you can include based on your specific requirement. However, it is a good practice to have a checklist ready while choosing SEO services for your website.

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