# Article Side

Choosing the Right SEO Provider by Mark K. Meyer

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If you have a small business and you also have a website then you probably work long hours every day just to keep from going under. Professional SEO services may be the answer but this is not true in every case. The decision to hire professional SEO help is an important one for your business, and if you take this step lightly without thinking it through could cost you significantly in the long run. The wrong choice in SEO companies can also have high costs, and in additional to financial costs this move could cost you any position you have achieved in the Google index as well.

Do You Even Need An SEO Provider?

Will your business benefit from professional SEO efforts? The answer will depend on a number of factors. Do consumers look online for the products or services that you offer? How many consumers search for them each month? If you only have one or two searches a month then SEO would not be effective and you would not get good results for the money spent. Do your competitors target the same keywords and phrases? This may indicate that these are effective, but this does not guarantee that the same keywords will work for you. How will the increase in the targeted traffic you receive benefit your website? To be effective your website must be able to convert this targeted traffic into actual sales, and if this conversion does not happen SEO will not generate increased revenue.

Do It Yourself SEO Or Professional Help?

Your SEO budget will help determine whether you can afford professional SEO help or if you will do it yourself. Learn all you can about SEO techniques before you do anything else, so youi have the knowledge you need to speak with a professional or do the job yourself. This step will help you avoid being scammed or having your website reputation and ranking damaged. Do it yourself SEO has a number of benefits, but also many disadvantages. When you handle the SEO campaign you do not have to pay for these efforts, and you will keep control over every aspect. You are extremely knowledgeable about your company and industry, and if you are willing to spend the time and effort needed you may see great results.

If you decide to hire an SEO professional you can receive numerous resources and a wide range of knowledge if the company is top quality and legitimate. Choosing one takes knowledge, and you will need to prepare a list of SEO questions to ask any prospective SEO companies. Once you have this list you can start contacting SEO companies and asking the questions you have compiled. Companies who say they do not have time for new clients may be able to recommend another company instead. Search online for information about any SEO company thoroughly before making a final decision on who to hire.

Ask prospective professionals if they offer a ranking guarantee, and get rid of any who do. Any reputable SEO company will not offer any guarantee concerning rankings, and companies who will offer this type of guarantee are not the best possible choice.

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