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Three Good Reasons to Choose an SEO Company by Trevor Southwold

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There are hundreds of SEO companies in the market, and choosing between them can be very difficult for businesses with little in-house experience of search marketing. Here are three good reasons to settle on one company over its competitors.

Good Reason #1: Client Testimonials

Client testimonials are the business equivalent of product reviews, although public testimonials should be taken with a pinch of salt - while no business is going to give an erroneous positive testimonial for a company that performed badly for them, many businesses will exaggerate the performance of a company they are currently associated with. Client testimonials can give a business the most reliable possible indicator of the performance and reliability of a given SEO company. If the company you are considering has a long list of present and past clients that reads like the FTSE 100, it's a very good sign. If those businesses have all published glowing testimonials about the SEO company, it's an excellent sign. To make absolutely sure you're not being duped, it is worth getting in touch with one of the major businesses on the list of clients to make sure that 1) they actually worked with the SEO company in question -and- 2) their testimonial was not wildly exaggerated for the purposes of preserving a relationship. Not all businesses will respond to such a query, but you might be surprised by the number that do.

Good Reason #2: Convincing Case Studies

As with so many other business decisions, the best choices often come down to a rigorous comparison of case studies from the companies competing for your contract. Case studies have the considerable advantage that they can easily be checked for factual errors with the business concerned. Apart from that, they tell you a couple of important things - number one, that the business on who the case study is focused is happy to be used as a significant draw for new clients, and number two, exactly what sort of performance you might expect. While you will have to account for the competitiveness of your industry and the key terms you are hoping to rank for, this will give you an excellent indicator as to what kind of results you should expect from this particular business.

Good Reason #3: Long Term Trading

Search marketing is an industry that moves extremely quickly - so quickly in fact that many startups go under before ever really making it. If the company you're investigating has been around for a long time, the chances are that it's a good perfomer. Anyone else would have disappeared. Perhaps just as importantly, a company that has been worked in search engine optimisation for a while will have a much better feel for the vector of the industry. When an industry moves as quickly as SEO, the best companies don't change their practices on a reactive basis - they anticipate changes before they occur.

While this is by no means an exhaustive list of all the good reasons to pick an SEO agency, pay attention to these details and you'll be one step closer to making the right choice.

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