What Ails SEO Services?

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Ever since search engines started to play a major role in aiding the Web visitors looking for particular information or a website, there has been a flurry or activities around provision of search engine optimization or SEO services.

Nothing wrong in that, except it has become quite hard to locate a genuine SEO service provider. It is like looking for needle in a haystack. With every second person calling him or herself an â€˜expertâ€™ o â€˜consultantâ€™ the choice becomes too tardy and tiresome.

The main problem is that even though SEO has been around from the 1990s, many SEO service providers (especially of the old lot) are still providing wrong advise, often fleecing their hapless customers with heavy fees on the pretext of â€œputting your site at the top position on search enginesâ€•.

For instance, in early 1990s (the beginning of search engines) SEO tactics like manual submission, keyword stuffing and meta tags bore good results. Keyword stuffing or density has no relevance in 2012. Likewise, link farming, link buying and blog comments worked well until 2004. These are of no relevance to search engines now. Therefore, if your SEO advisor cons you into buying such tactics, it is time to call it quits.

What could be the test to verify that the SEO to whom you have entrusted your work is genuine or not? Although there are no sure shot answers, the following dos and donâ€™ts may help.

Do not believe the SEO service provider who:

â€¢ Promises â€œUnlimited Trafficâ€•, â€œTop 10 on Googleâ€•, and â€œAssured RoIâ€•

â€¢ Makes you believe that staying on top is the only way of success online

â€¢ Asks huge fees before starting any work

â€¢ Stuffs or compel you to stuff web pages with ghastly keywords

â€¢ Fools search engines by link spamming and other black hat tactics

The ideal SEO advisor in one that:

â€¢ Tries online and offline SEO methods in equally and efficiently

â€¢ Avoids link farming and gets high quality inbound links

â€¢ Shows results by improving your search engine rank

â€¢ Charges reasonable fees and that too by scheduled payments, say monthly

â€¢ Gives you regular reports

Sometimes, best of your plans go haywire due to wrong advice. Hailing from Sydney, Australia and working in a prominent SEO firm, the present author can vouch that there are many an SEO company in Sydney providing better services than their counterparts globally.

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