

HOW **NOT** TO GET 'SCAMMED' BY SEO COMPANIES

Before you sign with an SEO company there are several questions you need to consider to avoid becoming one of the many businesses who have been 'scammed' by 'low end' SEO companies that simply do not deliver results.

1) Have they analysed your website?

A trained and experienced SEO technician will need to analyse your website and its software to determine the onsite work needed to ensure all pages can be indexed and highly ranked by the search engines. They should provide exact details on the onsite work that they will be carrying out. **DO NOT PAY FOR THIS!** It is essential work they must undertake to provide an accurate quote.

2) Have they analysed the linking strategies of your high ranking competition?

A quality SEO company will look at your competitors and identify the quality, number, and source of their inbound links. From this they can see how many links and of what quality you need to rank above these competitors.

3) Are they building high quality links to your website with their own inhouse link builders?

Many SEO companies will claim to build quality links. A good rule of thumb is that it takes between 1 and 2 hours to find, contact, build and quality control each link that Google would count as a quality inbound 'vote'. If you are being offered a high number of low cost links chances are they are from automated sites and will do your ranking no good whatsoever. In the same way if an SEO company does not have dedicated link builders you will either not get enough links of a high enough quality or they are outsourcing the work which means that they do not have full control of the type of links being acquired for your website.

4) Can you really see a return on your investment?

Companies achieving Top 10 rankings in Google for highly searched keywords are generating high numbers of targeted traffic to their website. They invest money in SEO because the ROI is high. The truth is you need to invest time, effort and expertise to really reap the rewards of high rankings. An investment of a hundred euros plus €25 per month is not going to get you competing with those websites generating thousands of unique visitors a day through search engines –

THERE IS NO POINT BEING NO.1 IN DOZENS OF SEARCH ENGINES FOR KEYWORDS THAT NO ONE IS SEARCHING FOR.

Finally.....there is no quick, cheap and easy solution to gaining high rankings in Google for highly sought, competitive search terms. But once there, you will find a return on your investment many times over. **Just make sure you have the right SEO company working for you – if they answer the above questions correctly then chances are they will deliver what they promise.**