

SEO

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How to Choose an SEO

Important information you should consider before hiring a Search Engine Optimization Consultant

How to choose an SEO consultant

Search engine optimization consultants provide search engine optimization services to clients who own websites and would like to achieve a beneficial ranking in search engines. The services include many factors such as on page optimization, off page optimization, PPC campaigns, link building, site restructuring, tracking, reporting, and more.

SEO's use many different approaches and strategies to optimize web sites. Different strategies need to be used to achieve results with all the different types of search engines out there today. The ultimate aim of the search engine consultant is simply to achieve higher rankings for the client's web site, thus generating more traffic and revenue.

You should know what the job responsibilities of an SEO consultant are before you engage in the process of hiring one. An SEO consultant's job starts with website research. They then research keywords and finalize a list of certain keywords of which they think will generate maximum and relevant traffic to the client's site.

Content building is another aspect of the search engine optimizer. Clients either provide the content or consultants write it and place keywords in the content. In any case placement of the right keyword with right density is a very important part of the SEO consultant's job. Making changes in the site's HTML coding is a critical role for your SEO consultant. These changes are done in meta tags, anchor tags, meta keyword and description tags etc. Site submission to directories and search engines are another job of the SEO. The theme specific sites and search engines will need to be researched thoroughly. Submitting the site to specific as well as popular search engines is key. Finally tracking the performance of the site throughout the entire process and making adjustments along the way..

Choosing the right Search Engine Optimization consultant can decide the success or failure of your online marketing activity. The results of this activity determine who actually finds your site, and in what context.

The ethical SEO consultants are always preferable. Those with proven track records have an added advantage because they have results to show and a proven track record. It does not necessarily mean that since they have succeeded in the past, they will produce the same kind of results for your site. The industry is so volatile that no one can guarantee you success.

You must weed out the sharks and unethical consultants from the reputable ones.

The best strategy is to hire a consultant who is “SEO Certified”. To search for an “SEO Certified Professional” or SEO Certified Company”, visit <http://www.SEOcertification.org>

While a lot of companies/individuals offer SEO as a service, very few people understand what's really involved (and the position of the search engine engineer requires no set credentials). There are also many businesses or organizations that cannot afford the professional level of service and guidance they require. With this said, it is very hard to choose the right contractor.

The first thing to consider is the importance of hiring an ethical SEO specialist. SEO ethics is not just about being nice little boy scouts. An ethical SEO specialist will make sure your website is not penalized or even banned from the search engines. SEO Certified Professionals adhere to a code of ethics and have a dispute resolution / rating system in place in order to enforce compliance and protect consumers from unethical SEO practices. To look up the reputation of an SEO consultant, please visit the following URL:
<http://www.SEOcertification.org>

Beware of guarantees promising top rankings !! A reputable freelance SEO specialist or SEO firm will not provide a guarantee of placement as it is out of his control. Nobody knows the search engine algorithms. SEO is simply an educated guess based on what's worked in the past for others. A lawyer cannot guarantee you will win your case. The star witness could die or leave town, the judge might be in a really bad mood, and the other lawyer might be a whiz. Some so-called consultants may get you a top placement in the short term, but ultimately get your site banned forever. Find out exactly what on-page and off-page SEO strategies they use before hiring them.

Look out for search engine spam, steer clear of anyone using these tactics. Ask around on popular SEO forums if the candidate is known. See if they contribute to the community through posts, newsletters, etc. It shouldn't take much time at all to see who's real and who's a scam artist. To make sure you are hiring an ethical SEO specialist, always check that he has a physical address posted on his website. Do ask that instead of paying for a guaranteed ranking, you can pay some up front and the rest when you achieve the rankings. Most reputable SEO specialists will ask for only 1/3 to 1/2 of the payment up front. Some will even bill in arrears. This is a fair strategy. SEO is a risk so it's fair to pay some non-refundable money up-front just for the labor. That is a sign that he is less likely to disappear.

It is important to ask an SEO specialist about his methods before hiring him. Combine quality content and a performance based agreement with a solid reputable SEO company and you'll

Probably get the results you're looking for. Using dirty tricks, called “black hat SEO”, your website will rank high initially, but after some time it is more likely to be banned by the search engines.

Another scam is to guarantee placement within a short period of time, and to buy pay-per-click ad space. Pay-per-click ads appear as “sponsored” listings in the search engines. While they will attract some targeted traffic, only 40% of Internet searchers click on the sponsored listings. Worse, they are temporary listings that end when the account is depleted.

A similar scam that some SEO specialists get into is to place temporary links on their own sites or buy paid advertising links on other sites. Once the money is paid, they remove the links on their own sites, and once the ads expire on other sites, your site loses those links and rankings also fall.

The key to hiring an SEO consultant is simply to ask a lot of questions and know the strategies of the candidate before any money changes hands.

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