



12 Biggest Mistakes You Want To **Avoid Before Hiring A SEO Company**



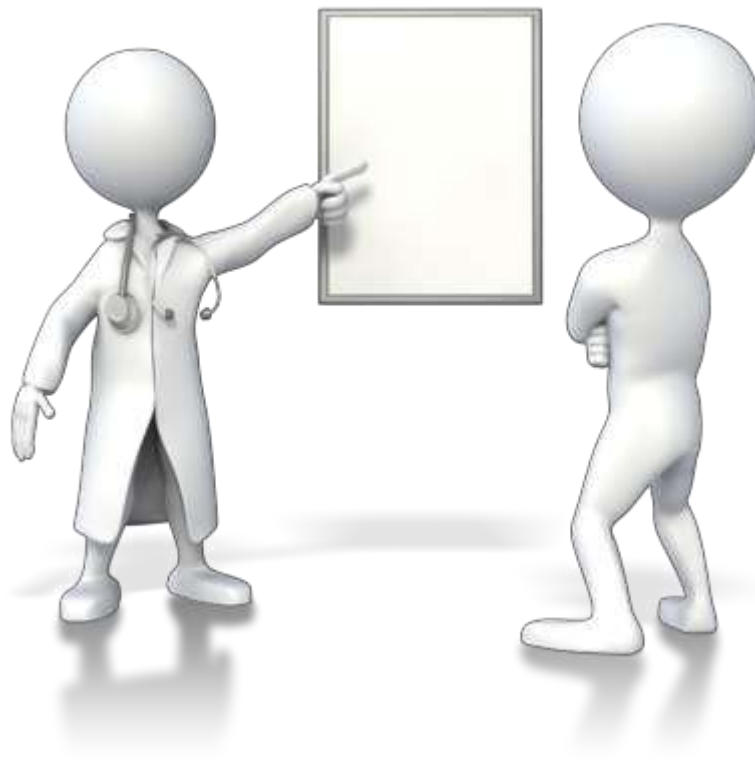


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You do have my permission to share this report, providing that you,

don't charge a penny for it or stuff it with affiliate links.

I am an honest hardworking SEO expert who wants to improve the competence level of his marketplace. Therefore, if the contents of this document help to **stop just one person** from being ripped-off or SCAMMED then it has been worth writing.



A Simple Explanation of How the Search Engines Work to Determine Your Website Rankings

All websites are given a unique number when they are found by the search engines. When your website is found (indexed), it is then scanned by spider-bots (automated programs) on a periodic basis along with millions of other websites. If the spider-bot finds that other websites are pointing back to your website – this is called a one-way link - then your website is awarded a certain amount of points. Points are accumulating points in a number of ways, but this type of links to your website is most important.

In short, your quest for higher rankings in the search engines should be focussed on **acquiring points from a variety of different sources on a consistent basis using chosen keywords.**



Mistake 1

Choosing a Company That Charges a Set Price For Their Main SEO Services

If you are looking to get some SEO help on board to increase your web traffic then expect them to do some investigation around your needs, your competitors and the market you are in before they can tell you how much the work will cost.

If you are offered a fixed price for the job, you should run a mile – in the opposite direction! Because, NO decent SEO service can properly price a job without investigating your market and your desired keywords. Let us have a look at the reasons behind this...

Imagine that you want to win a running race. How would you know you had a good chance to win if you didn't know anything about the distance of the run or the class of runners you are up against? Running 10 yard against old men with walking sticks, is very different from running a marathon against Olympic champions.

In the SEO world, keywords determine the kind of race you're up against and your competitors are those already on page one of the search engines

The sensible and professional way to go about calculating costs is to do it after having carried out some keyword and competition analysis. Of course, some races are very easy to win whilst others are incredibly hard. Finding how tough or easy it is going to be is, is only possible after keyword and competitor analysis.

The key is: don't enter a race that you have no or little chance of winning! Because good SEO is about getting results by beating the existing competition, and this can't be done properly without analyzing your rivals and planning a strategy that will take advantage of their weak points. Every market is different and every competitor is different too, and no one can tell you what needs to be done without doing some research first.

Another key point here is that keyword research is also necessary to make sure that you are carrying out a campaign which will not only bring you visitors to your site but that will also bring you commercial traffic, that is people who actually might want your product or services. **There are easy ways to get simulated visitors/traffic to your site so don't be SCAMMED.**

A quick word about Search Engine Marketing (SEM)

Marketing using SEO should not be done in isolation. If I can offer another metaphor, picture a truck driver racing to deliver his service or product to the market as fast and efficiently as possible. In order to do that, he has to beat other truck drivers with similar goals. For starters, you need to be able to drive, but how good depends on how good, the other drivers are. A driver needs to be able to drive the truck and the longer the distance the more he needs to keep an eye on the speedometer, petrol gauge and other things, which are connected to the workings of the engine.



The point I am making, is that the engine is SEO marketing, and the driver is the owner of the company. It just doesn't make sense, if the driver totally ignores the running of the engine. In the same way, it would not make sense if a business owner outsourced SEO marketing, without taking an interest in what they were doing.

Mistake 2

Accepting That a SEO Company Cannot Promise To Achieve Anything!

If you are hiring someone to carry out SEO work on your website, you presumably expect them to tell you what results you can expect from the time and money being put into the work. However, this is not always the case and you should be aware of the false reasons, which are often given for this failure to commit to targets, as well as the disappointing results, which usually stem from this.

The SEO world can be murky, full of computer geeks and nerds. But, would you be satisfied if you put your car into a garage to be fixed and the mechanic said to you, “Leave it with me, I can't promise I will fix anything but I will give you my best shot...oh by the way don't forget to pay my monthly invoices”? I don't think so, and yet this same approach is used by many in the world of SEO and internet marketing.



This “let's see what happens” approach is strangely prevalent in SEO and you should definitely avoid anyone who fails to give you a firm commitment of what they

can do for you. So, let me be clear here... no one should promise you that they can make your **website No.1 in Google**, but every SEO specialist should be able a firm commitment that they can get you to the **1st PAGE of Google**. The former cannot be reasonably guaranteed, but the later should be the minimal because it requires that you are one of the top 10 on Google's first page.

An excuse, which is often for making no commitment is that “nobody has a hot line into Google or other the search engines” so nobody can promise anything. Insider secrets of may be true, but an experienced and competent SEO company can analyze the figures, come up with some assumptions and deliver an effective strategy. An effective strategy is looking at the strengths and weaknesses in the current top 10 sites and knowing how to take advantage of weaknesses.

SEO is not a mysterious black art, any reasonably competent SEO should be able to tell you, whether you have a reasonable chance of beating your competitors. **No commitment often leads to no results, and an unlimited supply of excuses.**

Mistake 3

Choosing Keywords like Your Company Name

The success of your entire SEO campaign lies with you making a good decision around your **choice of keywords**. There are some keywords, which are easy to get top rankings for, and there are others that are pretty much impossible. Still there many other keywords that are winnable but are not worth the effort for the lack of worthwhile traffic they would generate for your business.

You should avoid letting your SEO expert choose keywords without consultation with you. You are the person who knows your business and the mindset and words that your customers use. The decisions around keywords need to be taken jointly, using the experience and expertise of each of you in your different areas.



Of course, you don't just want traffic. Useless, non-commercial traffic is as bad as no traffic at all at the end of the day. You need to choose keywords, which don't just bring you visitors, they also need to bring you potential customers. Getting to the top of the ratings in keywords, which bring you no useful traffic, is a completely pointless exercise and a waste of your valuable money.

People want to know “What's in it for me?” They want solutions to problems and they don't really care about what you call yourself. Think of your customers as problem seekers or buyers and then think as they do. Whatever type of business you own you, seek to use the words that your potential customers would use and what kind of problems they will be looking to solve.

Let's look at an example. If your company is called “Fred Roberts & Junior”, you can

probably get to the top of the rankings for this keyword "Fred Roberts & Junior". But What the use that is that you want people who don't know you to find you. So, you must think of the PROBLEM not SOLUTION. The problem maybe a "broken window" and the solution is your company "Fred Roberts & Junior" that fixes broken windows. So, it makes sense to call your website "brokenwindows.com" instead of FredRobertsJunior.com and for you to choose keywords like "broken windows", "window repair", "glass replacement" etc.

The exception to the above is if your company name reflects your business then that is another matter. If you are called "Print Labels PLC" and "print labels" is what you do then there is no problem.

Mistake4

Choosing Keywords That Will Bring You Traffic But Not Buying Traffic.

When you are trying to come up with your targeted keywords for SEO work, try to picture the keyword phrase as being the key that opens your potential customers' wallets. If you choose a right keyword, then it will work on lots of wallets, while a poor keyword will only open a limited number of wallets, or possibly none at all. You need to be clear the purpose of your website and understand the difference between "research" and "commercial" traffic.



Once you understand that your goal should be to get commercial traffic (visitors to your

website who are looking to buy), seeking appropriate keywords or phrases should be a lot easier. Try to think of the words, phrases that people use with real problems, and real needs use. Think, “If I had a problem, what would I type into Google and why?”

Focusing on non-commercial keywords is like putting up a giant television in the window of, for example, a jewellery shop during the World Cup. You may attract many people who come to have a look and they may hang around a bit, but if they came to watch the football game then they are unlikely to splash out on an expensive pair of diamond earrings afterwards. However, if you were to put the same television in the window of a pub or a sports shop then you have more chance of attracting the kind of customer who could be of commercial value to you.

The people you want to attract are those who have an interest in what you are selling and who have a high possibility of turning that interest into some form of buying action. Anyone else is unlikely to be of any interest to you whatsoever. Seeing hundreds of visitors come to your site each day is fine, but if none of them spends any money then you would be just as happy if they were going somewhere else instead.

There are many different keywords tools, but I recommend that you start with the FREE ones like:

<https://adwords.google.com>

<http://labs.wordtracker.com>

The last link is good at giving you an idea what questions people are typing in. The results are likely to give you some keywords that you should seriously consider.

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