

Bk2 Chapter 9 - Hiring an SEO Professional Page 1

I. Finding an SEO Professional

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Try the following places

1. Talk to other business owners

2. Check industry associations + analyst websites

sempro.org

seomoz.org

} both have marketplaces - request bid
both provide lists of members
or recommended vendors

3. Search for "SE search engine optimization"
Do not look here!

1. Your inbox - don't respond to email solicitations

2. Website or pro who guarantees you a ranking

3. " " " who asks you to put links
to their other clients on your website

4. Anyone who mentions optimizing your meta tag
= only 5% of the battle

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II. Checking Qualifications

Then you can focus search on consultants who best fit ^{your needs}

1. Search Google Blog Search for company name

2. Visit firm's website in Firefox with G toolbar

What is its PageRank - ok if low, but
if its 0 - may have been punished

3. Type 1st key phrase in their title tag into 3 top SEs
How does company rank?

4. Read its blog - does it play it safe? push limits?

5. Call the firm - make sure you like them

Choose firm with demonstrated competency, has
folks you can work with, who'll stay around

III. Knowing What to Ask an SEO Professional

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Meet or talk on phone - find answers to these questions

1. What is the consultant's SEO process?

What will happen in 1st month

2. What is 1st thing he'll do on your site?

Look for sensible recommendation - gave it some thought

3. How are results reported

Traffic matters more than rankings - should know!

4. How long has he been SEO professional - over 6 mos.!

5. If you're unhappy, can you end Contract?

6. How often will he speak to you?

Needs to periodically review results & strategy

7. Does any service cost extra?

Get an impression of person/company

SEO = marketing & requires lots of communication

IV. Knowing What to Expect

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1. SEO takes a long time - min. 1 year contract, 2 = better

2. Don't expect fast results

3. Do expect regular reports

4. Expect that SEO pro wants a certain amt. of work

He'll ask for content, will want info about competitors
lots vary widely - \$100/mo gets you very little

\$10,000/mo. maybe at top range

Monthly reports

One-time reviews

Negotiated fees

} what makes sense to you?

} don't hire a bargain

} you don't trust