

KEOMarketing MARKETER'S GUIDE



HIRING AN SEO AGENCY? WHAT YOU NEED TO KNOW IN 2021



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Selling**

EDUCATION MARKETING



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Marketing**

LEAD GENERATION



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Marketing**

MOBILE • LOCAL • SOCIAL



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Automation**

LEAD NURTURING



HIRING AN SEO AGENCY? WHAT YOU NEED TO KNOW IN 2021

Are you looking to change SEO services in 2021 or interested in boosting your website rankings? With evolving search engine algorithms and how people are searching for products and services, you need an insider's view of the best tips and insights available.

This guide details what you should look for in an **SEO agency** to avoid seo scams or outdated practices.

What to look for in an SEO agency

- **Proven results.** Always talk with an SEO agency's past and present clients. Ask them about their experiences in the short- and long-term and what results they achieved. Ask them how they stay current with Google's more than 500 algorithm updates per year.
- **Stable client base.** Look for an agency with a **stable and sizable client base**. The more long-term clients an agency has had means they achieve results and have the experience and exposure you want.
- **Resources.** An **SEO agency** should have the resources necessary to give your company an advantage. This includes people, processes, and infrastructure to handle the volume of clients they have. In particular, look for a **dedicated research** and development team who stays on top of changes in algorithms to identify best practices.
- **Niche experience.** If you are a technology firm, you want an SEO agency with in-depth experience in the technology industry. You want someone who understands the ins and outs of promoting a company in your industry. Look for an agency that can create and leverage high quality content assets and knows what works today.
- **Transparency.** A huge red flag is an SEO agency unwilling to share with you from where they are getting links or **building links**. They should be able to clearly explain their process and what actions they will take to improve your search engine rankings. Avoid agencies who promise the moon without a plan of action or how to deliver.



What to avoid

- **Contract length.** If an SEO agency promises quick results, it could signal they use less than desirable practices that will hurt your website. Typical SEO results take as long as six months. We offer a content marketing and SEO program that can drive results in about half that time.
- **Cheapest alternative.** Cheapest rarely equates to best; it usually means they will take shortcuts. Why risk damage to your website by allowing cost to determine your choice?
- **Guarantees.** No one can guarantee top rankings in a short span of time unless they use shady tactics that will reap catastrophic penalties to your website. Your best bet is to avoid an agency that touts they can get you first page rankings in a month.
- **No reputation.** Or worse, a bad reputation. Avoid agencies that do not have positive online reviews and rankings. Also stay away from companies with no ethics policies or with a list of less than forthright companies with whom they have worked.
- **Special Google relationship claim.** Avoid any company that claims to have a special relationship with Google. While an agency may have some relationship with a Google AdWords service, no SEO agency has a special relationship with Google.





How to choose an SEO agency

- 1. List your needs.** What is most important to you in an SEO agency? Is it experience? Or is location more important if you want to meet in person? Do you want to work with a small, boutique agency or a large, regional one? What type of budget do you have? Make a list of everything you consider important.
- 2. Scout recommendations.** Talk to your network of colleagues and peers, both online and in person. Use local business meet-ups to find others who use SEO services and spend time in online communities and forums talking with those who have already gone through the process.
- 3. Create your shortlist.** Hopefully you have multiple suggestions. Use these tried-and-true questions to help you whittle your list down to the best 2 or 3:
 - **Which is better?** 10 links from 1 website or 1 link each from 10 websites? (It's best to have 10 unique sites providing links.)
 - **What does the meta tag have to do with how websites are indexed?** (Search engines crawl, index, and display content in a public index based on the meta tag.)
 - **What social media marketing tactics could help our search engine rankings?** (Their answer will help you discover a lot about an agency's process.)
 - **Where on our page could keywords help us in search engine rankings?** (Title, meta description, URL, H1 tag, body copy, and interlinks are all appropriate answers.)



4. Check references. Ask your shortlist recommendations for 3-5 references, and make sure you call each one. Ask them about their experiences with the SEO agency and if they would work with the company again. Find out what they liked and what they would have done differently based on hindsight.

5. Analyze their online presence. See if they use their own recommendations and knowledge to make their online presence strong. Do they contribute to blogs, **social media**, and other practices? You can learn a lot about their knowledge and skills by how they attend to their own online presence.

6. Choose the best option, not the cheapest price.

Remember that SEO means optimizing for people who use search engines; SEO is not for search engines only. Look for an agency that understands how people use search engines and the technical aspects of SEO.



ABOUT KEO MARKETING

KEO Marketing Inc. is an award-winning SEO agency in Phoenix, Arizona, develops and implements strategies to help clients with SEO results and other marketing needs. For more information and to request a complimentary consultation, **contact us** today.



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