

# 21 Things to Consider When Choosing a SEO Company

Kickstart Commerce | *Generating Greater Customer Growth and Revenue*

1. Has the SEO ever been banned from any search engine, big or small?
2. If the SEO doesn't work out for any reason, will it remove all completed work and links from website?
3. Ask SEO about its refund policy. Is there a money-back guarantee should it not be able to get your site ranked using white-hat SEO principles and techniques?
4. Does it guarantee your business traffic or guarantee your business a #1 position for an allotted amount of time? Does it promote or have a special relationship with a particular search engine? If yes, run like crazy and far from this SEO!
5. What SEO principles and techniques does it use on its own business, and have the firm prove it, thoroughly explaining every step of the way. SEO is not MAGIC. There is a laundry list of simple, proven steps to take.
6. Ask SEO if it differentiates between traffic and qualified traffic? There is a difference.
7. Does the SEO mind if you or a qualified person within your business reviews the changes made to your website?
8. Are there long term agreements with no break clauses?
9. What is the SEO's position on W3C valid code and content? If it doesn't take a position that pristine code is a must, head for the hills!
10. Has SEO lost a major SEO client in the past 12 months? If so, who and why?
11. Does your company receive an itemized bill, detailing the monthly fees and effort of SEO?
12. Does SEO require a website redesign as a mandatory step within their SEO services?
13. Does the SEO allow your business to provide input into the necessary keywords or keyword phrases to be optimized?
14. How long will it be before your business sees results? The typical wait time is 3-6 months.
15. How does the SEO measure overall success? What return on investment (ROI) metrics does it use?
16. Is the primary use of its SEO/SEM services pay-per-click advertising? If so, what is the percentage and does it use negative keywords to ensure for optimal qualified traffic?
17. Will you control all access to SEO and SEM accounts pertaining to your business?
18. Is the primary use of its SEO/SEM services paid link building? If so, RUN far from this company.
19. Ask SEO how spammers are doing? They should know as professionals what not to do.
20. What type of reporting will the SEO offer, and how often will SEO review the results with your business? And is there a fee associated with this reporting?
21. Ask SEO to show you work where it has successfully ranked clients for five or more keywords? If it can't, BUH BYE.