

THE 7 SECRETS TO CHOOSING THE RIGHT SEO COMPANY



SEO has one of the highest return on investment marketing strategies available today, provided you choose the right SEO company. But, it is a minefield out there, so selecting the right SEO firm has never been more challenging.

Unless you're in the industry, it can be hard to spot the difference between good and bad SEO providers without the proper knowledge. But after reading this report, you'll be much better informed and more confident in making your decision.

Enjoy the read!

Cheers,

Brett Simpson
Founder, Constant Clicks



SECRET #1

REVENUE OVER RANKINGS

INCREASING YOUR RANKINGS IS THE WRONG METRIC!

SEO companies that focus on increasing your rankings and traffic are a red flag. These are just vanity metrics. First-page rankings are sure to impress you initially, but you'd be wondering why your revenue is not increasing after a while.

It is identifying keywords that have high buyer intent and going after that traffic is critical. You won't want traffic for the sake of traffic. It only matters if the traffic turns into paying customers, right?

SEO firms that scream rankings and traffic with no focus on sales and leads will not be the right partner to help your business grow.



SECRET #2

ASK FOR AN SEO AUDIT

THIS SHOWS YOU A DETAILED AND CLEAR ROADMAP FOR RESULTS!

There are two reasons you should request an in-depth SEO audit before you sign up with any SEO firm:

Firstly, it forces the company to demonstrate its expertise and competence in SEO. Then, they will have to diagnose specific issues with your SEO, identify opportunities, and develop a list of detailed recommendations, a clear roadmap for growing your business.

Secondly, if you decide to engage that company, you have clear expectations about what they will be doing to improve your SEO.

Unfortunately, one of the biggest problems in our industry is transparency (not knowing what the agency is working on).

A deep SEO audit eliminates this and provides a much healthier working relationship as the client is fully aware.



SECRET #3

NO TO LONG-TERM CONTRACTS!

LOCK-IN CONTRACTS DON'T KEEP THE PROVIDER ACCOUNTABLE

The salesperson on the phone tells you everything you want to hear, and a few months into your 12-month contract, it all goes pear-shaped. Communication is bad and you're seeing very little work being performed. Just like a bad relationship, it's best to cut all ties and get out. Make sure you **DO NOT SIGN ANY LONG TERM CONTRACTS**.

Reputable SEO firms should not need to lock you into a lengthy contract. They're 100% confident and back themselves enough not to have to do this.

You won't marry someone on a first or second date, so why would you do the same with a company you have just met?



SECRET #4

SEO BLACK MAGIC

BLACK HAT SEO IS A RED FLAG

Anyone claiming to have special techniques to trick Google, then that's a red flag. This strategy is called black hat SEO. There is no magic bullet when it comes to Google. It takes a lot of work and patience, but the payoff is incredible. Ranking for keywords that turn into paying customers without paying for each click is a beautiful thing.

So it's no surprise every business wants prime real estate on page 1, but if you try to cheat the system by doing shady practices, you will suffer a Google penalty. I have seen businesses have their websites wholly banned due to black hat SEO, and the only way to overcome this was to rebrand their business. New business name, new website, and nobody wants to do that.



SECRET #5

TRANSPARENCY

ETHICAL SEO FIRMS WILL SHARE WHAT THEY'RE WORKING ON

The SEO world is complex, and it's too easy for an SEO firm to pull the wool over the eyes of an unsuspecting business owner. With this, being aware of reported updates and asking for examples from them is essential.

An ethical SEO firm will only be too happy to share everything that they are working on. Of course, you don't need to understand, but it keeps them honest and accountable in an industry with more sharks than dolphins.



SECRET #6

'BEST SEO PROVIDERS'

NEVER TRUST 'BEST SEO PROVIDERS' WEBSITES; THEY ARE PAID!

Good SEO companies don't need to pay to be placed on websites like - <https://clutch.co/> and <https://www.topseos.com/>.

So it's best to ignore any company listed on these websites as they are NOT the best in the industry; they are paying for this 'fake trust' to try and trick the average joe. So please don't fall for it.



SECRET #7

'GUARANTEED, OR IT'S FREE'

BEWARE OF SEO FIRMS PROMISING GUARANTEED RANKINGS

SEO firms promising guaranteed rankings, for example, 'rank page 1 in 90 days, or it's free, is a BIG RED FLAG.

What's that saying? If it sounds too good to be true, it usually is.

Firstly, Google changes its search algorithm 500-600 times per year so therefore SEO firms don't control it, Google it.

Secondly, the guarantee is flawed because they will rank you for a crappy keyword just to fulfil their guarantee.

And, as mentioned early, rankings are the wrong metric, it's revenue that's important, that's all you care about. "Show me the money!"

TALK TO AN SEO EXPERT TODAY!

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