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6 Quick Questions to Stop Wasting Money with SEO Companies in less than 7 minutes

By Rodney C. Boettger

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Did you know that... everyday people just like you and me drop hundreds even thousands to companies that promise to get us to the top of Google, Alta Vista and a host of other search engines?

A guaranteed top ranking in the majority of search engines is a simple task and can be accomplished for far less than the \$1295 to \$3000+ that some so called Search Engine Optimization (SEO) companies ask.

Very shortly you too will know the truth and be able to do deal more effectively with your SEO and SEO companies.

Here are two of the biggest hypes in SEO.

First is the guaranteed 1st position hype...

Many companies tout this as a huge selling point of their SEO service. That's great. Until you read the fine print.

The fine print tells you that this guarantee is based on a pay to play basis. For all of us novices and laymen that is pay per click (PPC) advertising.

You pay a large fee to the SEO company and then you pay additional money for the PPC ads.

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PPC is either in the form of bidding per click such as on Google AdWords or Overture. Or paid submission to Inktomi, AltaVista, AskJeeves, etc.

Bottom line is that for enough money you can be number one on any keyword.

Yes you can pay \$8.00 per click on certain words in your industry, however the question is do you want to and is it worth it?

The second touted benefit is keyword research. Most of this research is based on what you tell the SEO and the use of

tools such as WordTracker and Overture's Inventory tool.

The keyword list is mailed or emailed to you for approval.

A huge disadvantage is the limited amount of keywords that most SEO's include in their fee (some only allow 20 words.)

Most of the keywords are usually what all your competitors are targeting also.

Keywords need to be laser focused to your target market.

Think about what your product or service solves. Target customer benefits not features of your product.

More is better. This is definitely the case when dealing with Google Adwords where you want 100–400 keywords per campaign.

Why play in the pool with all the high volume, high dollar feature players, when you can have your own pond full of hungry benefit driven customers.

Remember that not all SEO companies operate like this, however here are a few things to find out before you give an SEO your business.

1. What specifically does the initial fee cover?
2. Do you use PPC advertising to meet the "guaranteed top 10 ranking" ? And if so are additional monies needed?

3. Do you build original pages and hand submit them to the search engines? If so what is your guarantee based on? Do you continue to revise these pages until the desired result is obtained?

4. How extensive is your keyword research? Do you have a limit as to how many words you optimize for? Is this limit based on the type of advertising medium used?

5. How do you track and test your results?

6. How do you make this a risk free deal for me? In other words if they don't perform you don't pay.

When advertising it is very hard to make any type of

guarantee unless you are paying for the result up front.

However you can achieve massive success when you have specific goals for your ads and follow a process of constant tweaking and testing.

You now have no excuse to ever be a willing victim to the handful of SEO's that prey on the unknowing.

Take this information and use it to explode your business.

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Supply & Demand – Stop Attacking Good SEO Companies!

By Martin Lemieux

As I read the latest news online about what Google has done to many webmasters all over the world, I am left discussed towards some of the comments people are making against SEO Companies.

Please don't be quick to blame seo companies. We are also loosing search engine ranking just as much as you are in areas that aren't even related to seo.

Let's take a look at SEO companies... Who created the need for seo companies? Search engines and

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webmasters did. The very same people who created a demand for seo companies are sometimes the same people who are trying to discredit them.

Here's how I come to that conclusion: I keep reading that seo companies are trying to manipulate web pages, title's, descriptions, key phrases etc in order to get a better ranking. Well why not?

In the off-line world of marketing, there are 1000's of marketing teams all over the world trying to figure out what people want! Aren't they trying to figure out what seo companies are trying to figure out in the end? how to get more sales?

Without going overboard with keywords and key phrases, creating a quality page is what we should all strive to do! Hopefully those who do saturate their pages with key words and key phrases get penalized and hopefully somehow in the future, search engines can tell them why they are being penalized. The unfortunate part is that since search engines don't tell you why your site has been penalized, you're left to blame someone, and like what most people do in that circumstance, you forget to blame yourself as well.

For the most part, getting a better ranking is typically done from having relevant information. So if we have relevant information, then what are we doing wrong? As SEO companies, we're trying to give you better relevant information than anyone else.

There's only one strategy I see online that gets me mad. When an seo company not only saturates their pages but they fail to create new and more content for their users. Instead they market what they have and never give their users more information for a better experience. A web site is never complete and should always plan on adding more visitor interaction.

A true SEO Company strives on giving their clients users – a more relevant experience by utilizing certain techniques.

Isn't there always going to be a bad apple in the group? SEO Spammers – They are the companies you should be attacking. You can usually pick them out in a heart beat. Typically seo spammers are the companies that advertise something like this on their site...

"Get in the top 10 rank for any key phrase you want!" or "Top 10 search engine rankings guaranteed"!

Baloney. Don't believe them for one second. If they could seriously get those Results all the time, then, wouldn't everyone be in the top 10?

Why Then Are SEO's Making A Fortune??? People want seo companies, the average owner doesn't have the hours, the weeks, and possibly the years it takes to learn how to advertise online properly.

Hense why seo companies are born. It's like ANY industry in the world, where there is a demand; there will always be a supplier for them. On that same note, where there's money to be made, there will always be fakers, spammers, scammers and crooks.

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What I Recommend: If you are going to search for an seo company. Don't look at how many testimonials they may have or don't look at how many promises they make. I suggest finding out who their clients are and contacting them directly to personally ask them questions about the seo company they chose and why!

In Conclusion: Please stop attacking ALL Seo companies since your not only attacking the companies future but your also attacking the future of the families at home who are surviving from them.

Martin Lemieux is a young entrepreneur from Canada who is trying to do his part in making the online experience a better one. He is the owner of

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dedicated to web design and online advertising.

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