

SEO Companies **By Shonda Miles**

If you are not up to the challenge of tackling your Web site search engine optimization needs, it may be to your benefit to hire a search engine optimization company so that the optimization techniques that you use are properly implemented and monitored. There are many search engine optimization companies on the Internet that can ensure that your rankings in search engines will increase when you hire them.

One word of caution is to be wary of claims of anyone who can "guarantee" you a top-10 ranking in all major search engines; these claims are baseless. If you have the budget to hire a search engine optimization company, it may be extremely beneficial for you since you know the experts at SEO techniques are taking care of you and you can focus your energy on other important marketing aspects of your business.

Before choosing:

- Look at the business reputation of the SEO companies that you're thinking about hiring. Ask the company for customer references that you can check out on your own. You can also contact the Better Business Bureau in their local cities or states or confirm their reputation at www.bbb.org.
- Do a search engine check on each company to see where they fall into the rankings of major search engines such as Yahoo, MSN, and Google. If the company that you're thinking about hiring to manage your own search engine optimization doesn't rank high in these search engines, how can you expect them to launch you and your business to the top of the ranks?
- You want to choose a search engine optimization company that actually has people working for them and not just computers. While computers are great for generating the algorithms that are needed to use search engine programs, they can't replace people when it comes to doing the market research that is needed to ensure that the company uses the right keywords and key phrases for your business.
- You need to make sure that the search engine optimization company uses ethical ranking procedures. There are some ranking procedures that are considered to be unethical, and some search engines will ban or penalize your business Web site from their engines if they find out that you, or the search engine optimization company that you've hired, are using these methods. Some of these unethical ranking procedures include doorway pages, cloaking, or hidden text.
- The search engine optimization company that you decide to hire should be available to you at all times by phone or by e-mail. You want to be able to contact someone when you have a question or a problem to which you need a solution.

Once you've decided to hire a certain search engine optimization company, it's important that you work with the company instead of just handing over all the responsibility. How much control of your Web site you should allow your search engine optimization company is an area of debate.

About The Author:

Shonda Miles is a small business coach and consultant for Gotta Take Action. She invites you to join the Hot Marketing Tips Newsletter at www.gottatakeaction.com if you are interested in taking your business to the next level.

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