



Questions for SEO Providers

What specifically are you going to do to generate quality traffic?

What do you do to promote my website on a local search basis?

How many keywords are included in the program?

How do you determine what keywords are appropriate for my business?

What analysis tools do you provide?

How often are the analysis tools provided?

Ask to see 5 websites that they have created and they you should evaluate using the same tests we used to evaluate an ad.

Ask to speak to 5 references in your industry (if possible) or a similar industry. Ask them what kind of results they have achieved (inquiries and conversions) in what time frame.

Ask if the analysis they provide will tell you on what page people are leaving your site and how long people stay on your site.

Note: Many SEO providers will get you ranking on keywords that are useless or too commonplace to generate quality traffic. Research is necessary to see how people are searching in your business. Here is an example from a different business – for an IT consultant – computer repair, computer repairs and computers repair represent over 81% of the searches even though we the report had over 60 search terms these were the 3 most important by far.