COGNITIVESEO

Hiring an SEO Company?
6 Critical Questions to Avoid Getting Tricked!

The world of internet is full with appealing suggestions; yet, from all the offers, what should you choose to be sure you've made the correct decision? Here are the most important questions you should address to a prospect SEO company:

1 Can You Guarantee That Our Site Will Rank #1 for a Major Search Term?
- Nowadays it's nearly impossible for anyone to guarantee first positions in SERP.

2 Can You Share Information on Some of Your past SEO Customers and Their Results?
- Where can I see a list of some other clients?
- Can I check some past case studies from other companies you've worked with?

3 Will You Provide Me with an SEO Audit? What Kind of Information Do You Usually Include in the Audit?
- Will data related to SEO Visibility, New & Lost Links, Keywords Tracked Improvements and Declines, Onpage Analysis, Website Architecture, Content Strategy or Indexability be included in the audit?

4 How Fast Can I Start Seeing Results from this SEO Campaign?
- Will you provide me with a milestone plan letting me know where I will be in 3 months, 6 months and so on?
- Will I be seeing results in the next couple of weeks?

5 What Kind of Link Building Strategies Does Your SEO Company Use?
- What kind of links will you be building and how many new links can we expect monthly?
- What do you know about Google Penguin and what makes a quality backlink?

6 What Do You Need from Me to Implement the SEO Campaign?
- How much time is needed from our team?
- How will you analyze campaigns and report on them?
- When you get new campaign data, how do you action tasks based on the findings?

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