



## **Zeffective Explains: Search Engine Optimization (SEO)**

As you evaluate the SEO landscape, you might decide it's in your best interest to hire a professional. You can utilize a resource to provide you with a list of recommendations or an entire team capable of executing on the strategy they develop.

SEO has the potential to bring incredible amounts of traffic to your website. Because of this, it's quite possible to see a return on investment (ROI) if you hire the right professional and provide them with enough time to demonstrate success.

There are hundreds of factors which determine how websites rank, but it's important to remember that there isn't one flip-a-switch type answer. SEO requires a lot of effort and a lot of experience to drive meaningful results. This comes at a significant cost, so before you move towards hiring a professional like Zeffective, consider your budget.

### **Costs when hiring an SEO**



A typical Search Engine Optimizer, commonly referred to as SEO, will charge to audit your site, to build the strategy, and possibly a monthly retainer to track your performance.

For a medium-sized business, expect between \$3,000 and \$9,000 each for the site audit and the strategy development. The implementation costs will be dependent on how much work is needed to achieve your desired result, but expect at least \$1,000 a month for an ongoing retainer.

### **Improve your SEO early on**

The earlier you introduce your SEO to the project, the better. If you're about to redesign your website, implement a new technical feature, or add a product to your lineup, we can provide you with a strategy early on. It's never too late, but undoing bad SEO can add to the cost.

### **SEO Red Flags**

1. True SEO professionals do not provide guarantees.  
Firms that guarantee a number one spot in the search rankings are highly suspect. Avoid them at all costs. It's impossible to make that guarantee unless you're using some shady tricks which will only make things worse in the long run. Our approach is to provide you with an honest overview of the type of improvements you're likely to see and how long these improvements can take to kick into gear (it usually takes several months).
2. True SEO professionals do not encourage link exchanging.  
This creates a link farm and further dilutes the authority of your site.
3. True SEO professionals do not promise instant results.  
There's no such thing as instant results in SEO. It's alluring to see a \$700 SEO special with an instant result guarantee, but



real SEO takes a lot of work and that expertise will come at a premium.

4. Avoid SEOs claiming to have special relationships with Google and other premium directory services.

### **A note on price**

Don't focus only on price, or exclusively on experience. There are a lot of expensive agencies that do terrible work, and there are plenty of well-studied beginners who can bring a lot of value to your process. Hiring an SEO is a big decision. The wrong SEO might make things worse, so do your due diligence, and be thorough in your research.

Contact Zeffective about SEO.  
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