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SEO Consultant - Plan Before You Leap!

A frequent mistake that businesses make is hiring an [internet marketing](#) company too quickly -- primarily based on price. Your website is a visual representation of your business and a poorly designed site can frustrate visitors, misrepresent your products and even lose sales. Before you hire an internet marketing firm, research the answers to these questions:



1. How Much Experience Does The **SEO Consultant** Have? Do They Have Any Special Qualifications Or Designations?

Longevity in the industry is a good indicator of stability and skill. Online marketing firms that have been in the business for a while and built admirable reputations are usually known for sound design work and customer service. Choosing an internet marketing company that has been around longer means they will be more likely to be around in the future for ongoing maintenance and updates to your website.



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The answer to this question will give you a general idea about the skill set at the web company. Having a tertiary qualification is good. Having a lot of experience is better, and combining experience with a tertiary education is best.

2. How Many Staff Members Do They Have And What Are Their Roles?

Bigger is not necessarily better when it comes to effective web emarketing companies. Companies on average have one designer, a couple of web developers, analysts, and a few sales and support people. Some companies use Just-in-Time staffing, adding or removing staff as needed. This helps keep overhead low.

3. In Addition To SEO Consultant, What Other Services Does The Agency Offer?

Many prominent internet marketing firms are branching out and offering other services, including web development and design. SEO, Search Engine Marketing, Web Content Writing, Social Media Marketing, Blog promotion, and Google AdWords Management are services offered by many experienced online marketing companies. The key is finding a company that offers the services that you are looking for.

4. Does The SEO Consultant Spend Time With You To Gather Business Knowledge And Give You A Formal Proposal?

It is good to select a web marketing company that will take the time to offer a custom solution for your website. Oftentimes, the online marketing firm will provide you with a questionnaire to fill out so that they can get a better feel for your goals, competition and overall website needs. Your website will play a large part in your overall brand marketing. Therefore, it is important that your internet marketing firm have a clear picture of your overall internet marketing goals.

5. What Are the SEO Consultant Payment Terms?

For anything from a small non-profit site to full corporate branding, most internet marketing companies will charge an upfront deposit and stage payments based on agreed milestones and deliverables. Be wary of any internet marketing firm that asks for payment in full before starting the project.

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<https://www.inc.com/profile/Calgary-SEO>

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