

How to choose an SEO agency?

Ok here is the killer question: which SEO agency and how to choose it. I admit that it's more comfortable with web agencies you rely on the value of their portfolio. For SEO agencies, it's another story, often they are bound by non-disclosure contracts and therefore, apart from any case studies you might find on their website, it's a bit the adventure.

You have the means to spy on the work done by an SEO agency provided that you have certain clients with whom they have worked either through their website or through their LinkedIn page, see a Google search (intext: "name of your SEO agency " Will give you the sites which have kept the reference of their agency in the footer for example).

You can, of course, start by testing the application of skills on their own website by Googling, for example, the most common terms such as SEO agency, best SEO agency etc. Also check with a tool like *Semrush* or *Similarweb* the traffic history organic to their clients' sites. If you don't have access to these tools, practice searching by hand in Google for their link positions on key terms that appear relevant to you.

Since you are entitled to get quality work done, therefore you should consider agencies which focus on quality rather than making money off your website. One of the best examples of quality-driven SEO agency is [SEO Vegas](#), which has been providing quality SEO services for years to their clients.

What is an SEO agency?

An SEO agency is, in essence, focused on the referencing of websites and their positioning in search engines like Google. It may offer additional services such as PPC (paid links on *Google* and *Bing*) and SMM on *Facebook* and *Instagram*.

As a reminder, SEO (for search engine optimization) is the practice of correctly listing a site on search engines. A site that benefits from good SEO will be assigned the first places in organic results when the search is for a keyword related to the site or the business.

So when the time comes to choose your SEO agency, you must first know how it works and defines your expectations in terms of optimization, reporting, costs, etc.

How does SEO agency work?

A self-respecting SEO agency has a well-defined process, here are, for example, the different stages until receipt of deliverables:

- Sales Process: presentation of a competitor benchmark that demonstrates an SEO opportunity quantifiable by the PPC equivalent that we would have to spend for the same non-brand traffic.
- SOW: Statement of work which details the initial observations and the strategy envisaged to gain organic visibility and increase *SEO traffic* that converts.
- Client Questionnaire: the critical step where the SEO agency will seek to know all the optimization details carried out in the past as well as your other traffic acquisition strategies.
- Client Onboarding: Once your account manager has been assigned, he will probably trigger the first kick-off meeting with possibly the designated SEO consultant.
- Client meetings: many alignment meetings either for deliverables such as the audit report or keyword research but also for reporting (rankings and SEO traffic)

Of course, this process is sketchy but gives you an idea of how the SEO agency works. Each will have its own *SEO tools* , and it will be up to you to adapt.

What are the deliverables and their mode of transfer?

The important thing when you pay dollars is to convert them into customers and calculate its ROI. Obviously, with deliverables only like the audit report, this will not be enough. Here are some examples of SEO agency deliverables that will interest you:

- Basic SEO performance report to establish a Baseline

- Crawl result with a site cleaned of error pages and others.
- Guideline to produce SEO Text that respects best practices.
- Report on optimized pages and improvement of their positioning
- Results of a Link Building campaign with sample pages.
- Monthly or quarterly report on SEO performance to follow its evolution.

Again, these are just examples, but the most important thing is to keep an eye on the backlog or the to-do list to track its execution and relevance.

Now for the delivery method, several possibilities exist which go from the dedicated site for communications with the customer to a shared drive on Google or other proprietary solutions that are developed in-house, the idea is that you are at comfortable with the deliverable and its mode of transfer.

What cost to expect and over how long?

The price of an SEO agency will depend a lot on your location and your needs of course in working hours. In general, the more hours there are in the SOW, the lower the hourly rate goes. Likewise, the closer you get to large metropolises, the more the price rises. In the USA a study showed that the rate ranged from **\$ 100- \$ 300** / hour was the most common:

Conclusion

In the conclusion of this article, I invite you to practice Google search to choose your candidate SEO agency, and to read the opinions left on Google, Facebook, LinkedIn and others which are a very useful source of information. But also to learn to judge the SEO performance of a site by Googling business-related words sometimes adding localization if the target market is defined. Do it for the clients they have communicated to you. Expect to pay between \$ 200 and \$ 300 per hour of work with a potentially renewable annual contract.