



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 a internet marketing firm, research the answers to these questions:

1. How Much Experience Does The Internet Marketing Company 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.

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 Internet Marketing, 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.

Read More: [Hiring an Internet Marketing Service - Plan Before You Leap!](#)