

Published based on [Ways To Avoid Using The Services Of A Poor Search Engine Optimization Practitioner](#)

# **Ways To Avoid Using The Services Of A Poor Search Engine Optimization Practitioner**

Hiring a knowledgeable [SEO consultant](#) is probably the best way to optimize a site. There are all sorts of professionals. There are good, bad, and fraudulent search engine optimization specialists. Knowing how to pick a good pro is always tough. However, following are signs that a search engine optimization expert/company is probably not legitimate:

1) The website looks like it was designed by someone in grade school. SEO and web design are two different things. A business that didn't bother to employ a good designer to make a website look professional likely won't bother to provide excellent SEO service as well.

2) The promises about outcomes seem grandiose. For instance, an expert claims that for \$5000/month your site will appear on the front page of Google for certain keywords. While search engine optimization strategies can help sites rank well, only the search engines can determine the relevance of a page. The relevance of a particular website is still in the hands search engines even though search engine optimization can greatly help sites to rank well. Therefore if someone is promising a result, he/she is probably using "black hat" strategies to boost a site in the short term, so he/she can collect \$5000 and disappear before your site goes from page 1 on Google's search terms results to page 235.

3) The requests for upfront payment seem excessive. There's nothing wrong with asking for a retainer initially. On the other hand, to ask for thousands of dollars before doing any optimizing on your site is a sign of a fraudulent act. Do you think they'll still be motivated to work on your project after getting your \$10,000 upfront? Paying a high upfront fee makes sense; but and only if your website is already getting hundreds of thousands of hits per day. Normally, very few small businesses are in that position.

4) The testimonials seem overblown or vague. Basically, testimonials are usually positive. On the other hand, if somebody says, "this particular search engine optimization service is changed my life" is an exaggeration. One example of a true testimonial might be having statements like, "after I used this expert's service, my return on my pay-per-click investment was multiplied by 4."

5) Services offering immediate upsells for their new products. Most of the time, retailers backend e-books and SEO tools onto their consulting services. However, being inundated with e-mails trying to sell you new products before you've had a chance to try the original product isn't very professional. A sign of weakness on an SEO company's consulting business is that they emphasize more on selling their products instead of their services.

6) If a service provider doesn't answer emails in a timely manner, it is not a legitimate one. If someone isn't answering e-mails prior to you becoming a client, how much attention will you get once you're a customer? If the service is bad on the sales side of the business, chances are it won't be good on the service side either.

There's no way to guarantee you'll hire a good [SEO expert](#). However, using the strategies above helps ensure that you won't hire a bad SEO professional. ID: mcpmhk21

You can also find this article published on [Ways To Avoid Using The Services Of A Poor Search Engine Optimization Practitioner](#), and on the tag pages [internet marketing](#), [search engine marketing](#), [Search Engine Optimization](#), [seo](#).