

# WHAT TO LOOK FOR IN A DIGITAL MARKETING COMPANY (SEO)



**5 THINGS YOU MUST KNOW**  
Before Trusting a Marketing Service  
with Your Business



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# CHOOSE CAREFULLY:

## Your SEO service is key to getting found by qualified customers.

*Search Engine Optimization (SEO) is constantly changing.*

*The following information is what you should look for to ensure your business can get to the top — and stay there!*

## ONLINE SUCCESS

### Here's What You Need to Know...

Don't trust just anyone with the online performance of your business. This simple guide includes the critical information you must know to make the right decision.

### THERE ARE NO GIMMICKS AND NO SECRET SAUCE FOR SEO SUCCESS

There is no magical secret to getting found on search engines like Google. The rules are the same for every digital marketing company. One of the most critical issues is that agencies get stuck in a rut and just focus on current clients and basic strategies. They typically don't have someone researching and testing new strategies to stay fresh and relevant!

As the founder of a digital marketing company I started in 2009, I still continue to learn the newest strategies for my agency and all our clients. However, I now do more writing books, teaching, working as a fractional CMO (or Digital Marketing Manager) and developing new software for companies.

My goal with this eBook is to help consumers become educated on making the right choice when hiring a digital marketing company. I hope it helps!



## CLEARLY IDENTIFY MEASURABLE GOALS

### and Accurately Report on Success in Reaching Them

**Establish goals.** Don't let the company create rules for you and dictate what you should be seeing and doing. First, sit with your internal team and identify what you want to achieve from hiring a company. Then allow the agency that you interview to explain what you should be looking for in analytics and other information to meet your goals.

**Why do you want to do SEO?** Why do you want to rank organically for specific keywords? Which keywords are most important?

Then, figure out how you're going to judge online success versus online failure.

Not all goals are the same. There are some good goals to have and goals that are unrealistic. Trust the agency to help you understand LOGICALLY which goal is which.

Good goals measure specific groups and specific online actions. Don't say, "I want more online traffic." Instead, say, "We need more people between the ages of 45-55 to click on our offer for a free offer."

The goal should act as a measuring stick to show how people are progressing toward buying from you, or buying more often, or giving you referrals, or something else you want them to do.

Do not fall for the false goal of "make it to page 1 on Google." Why? It's not specific. Anyone can be on the front page of Google if you search for some exclusive name or term. **Identify specific, measurable goals that will lead to your success.**

**WHY MY AGENCY IS DIFFERENT!**

First, we make sure that we ask you, "What is YOUR Goal? What makes US successful?" Once we know that we guide you on content, strategy and Call to Actions that will give us the best chance to achieve those goals. That is our starting point!

# 2

## CHECK THE SEO SERVICE'S REPUTATION

You want to make sure that the SEO service that you are going to trust with your own business has been successful and has proven that they can achieve results for you.

**Be sure that the business has a track record of success over a long period of time.** Some SEO services can achieve short-term success using "black-hat" tactics such as keyword stuffing, buying links or cloaking, but those strategies end up delivering poor long-term results.

**Choose a service that focuses on converting your ideal site visitors into customers** - not just delivering high volume, low quality traffic.

**Do online research.** The best way is to type into Google "Online Reviews for \_\_\_\_". See what comes up and read about them.

Most people don't realize that the average digital marketing agency keeps clients for only 18 months. Ask the interviewing agency, "How long do your clients stay with you and why?" Have them explain.

**WHY MY AGENCY IS DIFFERENT!**

**I have worked hard to keep all clients happy with what I do.** While I can't make everyone happy, we do what we say we will do. We don't do long-term contracts and our retention is over 5 years!! These are things we are VERY proud of. We believe in doing our best for every client!

# 3

## MAKE SURE THEY ARE ALWAYS LEARNING

Search Engine Optimization changes every day. To be successful, your seo service provider has to keep up with the latest news, or your business will be left behind.

You wouldn't want a heart or brain surgeon to operate on you if they hadn't kept up on the latest research and technologies.

**Your performance online is probably the single most important part of the future of your business marketing.** Keeping up with SEO technology and strategies can be a full-time job even for experienced SEO experts.

**WHY MY AGENCY IS DIFFERENT!**

**How do you stay up-to-date on changes in the SEO industry?**

Joshua Ramsey (yes, me), the founder of Strategic Point Marketing, does daily research, testing, implementing, and reading/looking for the best strategies.

In addition, I follow all of Google's publications and speak with other experts in the industry about what strategies they are using that are and are not effective.

**How does your business make sure that what you learn gets put to work to help my website search results?**

Once I learn these strategies and know that they will for sure work, I teach my agency team how to use these strategies for our clients. I continue to answer their questions as they use that strategy.

**How do I know that the strategies being used will make my website better?**

We only apply strategies to websites where it makes sense. PLUS, we explain all our strategies and work to every client.

# 4

## MAKE SURE THEY LEAD FROM THE FRONT

The majority of digital marketing companies are reactive in their SEO strategies. They wait until other businesses are successful with their clients and then try their best to duplicate whatever the industry is doing. By taking that approach, their clients never find better rankings.

I agree that you need to be careful with your strategies and how/when you use them. You never want to get a penalty from a search engine like Google. However, Google has not changed their 'code of conduct' in many years. The only changes that they have made are to enhance the user experience.

As any eBook gets published about SEO, it is already irrelevant. The reason this eBook is different is that **I am teaching you how to ALWAYS know if you are getting a good deal for your money.** These strategies don't change. It is about human behavior and my way of pulling the curtain back to show you the reality of most agencies. Find out if your company is leading from the front!

**Ask them:**

How will you create new opportunities and test new online strategies to help my business?

Where do you get your new ideas or innovative strategies?

How often should I expect to see new strategies used?

**WHY MY AGENCY IS DIFFERENT!**

**We have some clients that have agreed to allow us to implement strategies on their website to see if we can improve their rankings drastically.** They are a special case in why we take more risky strategies with them. If these strategies work, we apply them with other sites.

There are some strategies that we identify that are 'non-threatening' and not risky to implement. There is a way that we can apply a new feature to a website and if we see an issue with traffic we can easily revert that site (or page) back to the previous version. That allows us to test strategies and still not lose a lot.

# 5

## MAKE SURE THEY MAKE APPROPRIATE DEMANDS FROM YOU

*and Hold You Accountable*

Search Engine Optimization cannot work in a vacuum. It is an important part of your business, but it must be integrated with the other parts of your business. Your website should work with the way that you answer the phone or follow up with leads. **The way that you run your business will have a direct impact on the success of your business.**

For example, online reviews are critical to your online success. If there is something in your operations that is failing and that results in people giving negative reviews, then your SEO team will have to focus on responding to those negative reviews instead of promoting your services. Likewise, if your site makes a bold statement or an offer, your team must answer the phones and help the customers with a full knowledge of the offer that got them to call.

Your SEO service should make known what they expect from you — and keep you accountable.

**Before hiring an SEO service, ask them:**

What will you expect from me in order to help us be successful?

How will you work with my business to ensure that we are doing our part in achieving our goals?

Will you be able to know if my business is not meeting our responsibilities, and if so, how will you help me correct the problem?

**WHY MY AGENCY IS DIFFERENT!**

**We know to ask these questions.** That is why we are one of the best out there!

## TEST BEFORE YOU INVEST

If they have a program that will allow you to test their service for short period of time and see how they work for you, then take advantage of that opportunity.

This will allow you to evaluate the team, the reporting, the strategies they put together for you and more.

Then, once you feel comfortable, you can move forward with confidence, knowing that the team of SEO experts you've chosen are a great fit for you.

I hope this eBook has opened your eyes to some new ideas, things to think about and how to process the information. If you would like to engage my ad agency, feel free to contact me or go directly to [www.StrategicPointMarketing.com](http://www.StrategicPointMarketing.com).

*One of the best ways to test an SEO service is to test them for a short time and see if they are a service that you can trust with your business.*

If you have specific questions for me or want to have a short chat, shoot me an email to [Josh@StrategicPointMarketing.com](mailto:Josh@StrategicPointMarketing.com).

You can also email me and speak about engaging me to review your entire marketing system or just your digital marketing plan. I am always happy to help!



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