

## 7 things to keep in mind when buying SEO

**Search engine optimization (SEO)** continues to become an increasingly important marketing channel for companies that want to improve their digital presence. In step with this, there are also more and more [SEO Services](#) on the market, which means that it can sometimes be difficult to choose a supplier when buying SEO. To facilitate this, we thought we would share 7 things you should think about before making a purchase!

### **Tip 1 - define & start from your goals**

Even before you start looking for a provider that can help you with search engine optimization, you should start thinking about what goals you have. Why do you want to work with SEO from the beginning? Is it to:

- Increase sales
- Increase the number of contact requests
- Increase your organic traffic

By having clear and well-defined goals to start from, you create the best possible conditions for finding the right partner. It also reduces the risk of misunderstandings between the parties.

### **Tip 2 - check working methods**

In principle, all agencies and SEOs have their own interpretation of what search engine optimization is really about. If you ask 10 different people, you will probably get the same number of answers. Depending on how you interpret this area, you also work in different ways. When contacting an agency or consultant, you should therefore check how they view search engine optimization and what methods they will use when working with your site.

### **Tip 3 - Do not stare blindly at individual keywords**

This tip could be said to go hand in hand with the above point. Namely, there are many companies out there that offer ready-made packages that include optimization for a certain number of words.

Personally, I think that working methods or layouts like these are a big warning sign because you should not stare blindly at individual

keywords. There are many reasons why this should be avoided, but the top three are:

- Every third Google search is unique. How can you then generate more traffic if you only optimize your presence on a few keywords?
- No matter how much analysis you do, you can never know if you manage to position yourself well on a certain word. Sometimes it does not matter how much effort is made to position yourself on a specific word, but it may be that they do not give the desired result. Due to this, it is important to try it out!
- You do not get value for money.

#### **Tip 4 - transparency & communication**

Perhaps the most important thing you should check before deciding to seek the help of an agency or consultant is how they view transparency and communication. Too many companies that buy SEO experience that they do not know what efforts are being made and that communication between them is poor.

At Sotaventomedios, we therefore map all our time and all our efforts. In addition, we always communicate these efforts to the customer directly when they are made. In addition to this, we also send out manual reports where we compile efforts, results and plans for the future. This makes us 100% transparent while the customers know what we do and what result they get.

#### **Tip 5 - request a customer case**

Something that you should also check before choosing an agency or consultant, is whether they can offer any customer statements, customer cases or references. It is understandable if many people want to keep their customers secret or also hold confidentiality agreements, but a couple of customer statements or cases should all serious parties be able to offer.

Interested in seeing our customer cases?

#### **Tip 6 - Do not stare blindly at the price**

Another mistake that many people make when buying SEO is that they stare blindly at the price. Many want to get the absolute cheapest price and let this guide the choice. Of course, the price should feel reasonable and be

within your budget, but here the good old adage "you get what you pay for" fits quite well. What results do you think are reasonable if you pay SEK 2,000 per month?

With that said, it does not automatically mean that a more expensive result means better results. There are many players who charge a lot without generating any results or added value for the customer.

To sum it all up, the price should obviously be a contributing factor in the choice of supplier, but do not stare blindly at it. As long as you get a good return on your investment, I would say it's worth it!

Do you not have enough budget to hire an agency or consultant? Then you can take our [SEO course](#) , where we teach you how to manage search engine optimization on your own.

### **Tip 7 - Prepare to take time**

Last but not least, you should be prepared for the fact that it takes time! Search engine optimization is a long-term job that takes effect within a couple of months. If you want an immediate effect, we recommend that you instead work with digital advertising via, for example, [Google AdWords](#) or social media , which we also have the opportunity to help you with.

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