

How to Pick an SEO Service

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There are many different factors you have to think about when it comes to picking an SEO service. Not all companies or programs are as effective or credible as they would like you to believe. As a consumer, and the owner of a website or online business, it's your job to separate fact from fiction and find a SEO service that is going to be both affordable and successful for your organization.

One of the key things you have to keep in mind is how the SEO service is claiming they are going to increase your traffic and your presence. There are many black hat, or illicit, ways to go about getting more traffic to your site. However, these short term strategies are going to backfire eventually and your website will be penalized down the road. Therefore you don't want to fall into any traps of buying heavily into a short term service that looks maybe a bit sketchy. If something seems too crazy or outstanding to be possible then it probably is.

This brings up another point that you should pick an SEO service that doesn't guarantee a specific, unachievable goal. For example, a company that claims that you can be the number 1 spot in Google for all of your keywords and phrases in just a few days using their system is probably bogus. Instead, you want to look for guarantees of bringing your site up through the rankings naturally and consistently.

Now even among the legal and acceptable ways of generating traffic, there are lots of different routes a SEO service may take. Some are more effective than others, and it's essential to understand some key ways that your website is judged in the eyes of the search engines. After all, the major search engines such as Google are the driving force behind your website traffic, and they have to be taken seriously.

In Google your website has a PageRank, which is basically a complicated formula that gives Google a reading of the popularity and credibility of your website. PR is determined by the number of incoming links you have to your website, as well as the quality and type of links that you have coming to your site. Therefore, it's imperative to build up your inbound links and to find them from reputable sources.

One of the best ways of doing this is with article marketing, which means you want to take advantage of a SEO service that specializes in article marketing, creation, promotion and distribution. The great thing about article marketing is that it accomplishes several different things at once. First of all, you'll be building up those backlinks through the resource boxes on every article, leading to a rise in the search engine rankings for your site.

Secondly, you'll see more traffic from people who actually read the articles and then click through to your site for more information. Finally, you'll also build your reputation and your status within your industry or niche community, and people will begin to turn to you for information, news, products and services. Most people don't realize that with article marketing you need to apply a consistent effort. Writing one article every other month and distributing it isn't going to get you anywhere fast. You need to build up dozens and dozens of high quality articles that all drive traffic, build your reputation and increase your search engine ranking and PR.

Article marketing is essential but it isn't the only type of marketing strategy you should be taking either. There are many other ways to grow your presence in your niche community and create more incoming links. These strategies include things like blog posting and commenting. Also joining forums and adding to the discussions there can be valuable as well. There are many different outlets you can turn to and the most effective

SEO service will combine many of them into one overall plan.

Clearly there are many factors you have to consider when choosing the SEO service you want to trust your online success with. If you're looking for a credible, consistent and affordable SEO service to use for your organization, visit <http://www.wilsonwebsiteconsultants.com> and increase your business's online presence starting today.

