

# 7 Secrets to Search Engine Success

## Where Does Your Seo Firm Rank for Its Own

### National Keywords?

If you want an SEO company that can propel you to the top of the search engines for your industry keywords, you should consider a company that can do it for its own keywords.

## When Choosing An Seo Company, Ask For Examples Of The Company's Previous Work

Any legitimate SEO company will have examples of successful campaigns it has both worked on in the past and is currently involved with. Look at the competitiveness of the keywords for each client, the timeframe, and the caliber of clients.

## Work Within The Search Engines' Guidelines (White Hat)

All search engine optimization should be completely white hat. Most firms stay away from the black-hat areas, but it is the involvement in the grey areas that will truly differentiate the firm's ethical standards. If your SEO engages in these questionable tactics, the search engines will eventually catch up, and, as a result, your site could be penalized or even banned. And that's a very bad thing.

## Focus On The Right Search Engines

In the United States, 97% of all searches come from the top four search engines. Worldwide, Google is the largest search engine by a substantial margin. Be wary of a company that talks about getting your site ranked at the top of obscure search engines that are not in the top three or four.

Your online reputation, and perhaps that of your business, is in the hands of whoever is running your online campaign. So it's vital to observe best practices or choose the right search marketing firm that delivers results you desire. These 7 secrets will help you get high rankings, significantly more traffic and a high return on your investment:

## Be Cautious About Any 'Guarantees'

No one can guarantee a first page or #1 ranking in the organic search results. Even Google's Webmaster Guidelines clearly state that no one can guarantee rankings. This is why it is so important to look at a search marketing firm's previous work. A consistent track record of high rankings can provide you with the same reassurance as a guarantee.

## Be Patient With Organic Search Results

SEO does not happen overnight. You have to earn the trust of the search engines and prove that your site deserves to be ranked at the top. Although a search marketing firm cannot promise a strict timeline, a legitimate one can tell you how long it typically takes based on its previous experience. Make sure the timeframe is realistic; it should take several months rather than a few weeks.

## Measure Your Success, Ultimately, With Roi

Increased ROI should be the ultimate measure of success, but there are certain leading indicators that can be used to track the early signs of progress. An SEO company should work towards your goals and provide reports at least once or twice a month to keep you updated on the progress it has made. The reports should track search engine rankings, organic traffic, keyword traffic, and, most importantly, leads and sales.