



Affordable Web Design  
Professional Web Development

To be found in the field...  
you must first plant the seed.

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## SEO – Search Engine Optimization Value

Every so often we receive inquiries about our SEO Pricing and I sometimes wonder if our customers completely understand the service and the value of what we offer. I don't intend to be coy by any means - Pricing SEO has always been a real challenge for me because there is no one-size-fits-all pricing metric or standard. Our most recent review of our pricing methods revealed that, unlike 5 years ago, search engine optimization is requiring more and more research and analysis.

I reviewed *per page* pricing, *one time* pricing and *ongoing* monthly pricing and after careful analysis I learned that the man-hours and costs involved in each distinct duty that we perform over the course of an SEO campaign have increased dramatically. It is merely the nature of the beast that as search engine algorithms evolve so do the number of man-hours spent on research and processes for effective organic search engine optimization.

Two years ago, the amount of time spent optimizing new pages was negligible and could be easily absorbed into the total price of the new site design package. Today, as search engines have changed and internet marketing has become so fiercely competitive the majority of the time spent on search engine optimization occurs in the set-up phase of development with follow up portions of the campaign coming in a close second. Beyond the initial research time – once you factor in the steps required to maintain an ongoing search engine optimization campaign and we have racked up some serious man-hours.

To be clear – we maintain a relationship with our customers long after the original sale by performing continual analysis on each account and making recommendations to our clients as needs and/or trends change. Those customers who hear our counsel can then make informed decisions to begin a proactive investment of time and money to ensure their continued success in the SEO battle. As a result these same clients realize a greater return on investment for their internet marketing efforts.

## About The SEO Competition



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SEO firms and Developers come in almost as many different shapes and sizes as automobiles today and it can be difficult to choose the best possible firm for your needs. Quite often our potential clients approach us in a price shopping mode alone. I am in favor of saving money myself but the problem with price shopping alone is that these potential clients are not comparing the *value* of our SEO services with our competitors. There is always a so called "SEO" company that will work for less, but the old axiom - *you get what you pay for* definitely applies. If you want jack-of-all-trades service, you'll likely achieve jack-of-all-trades results.

We strive to help our clients in two ways for maximum return on investment (ROI).

Encouraging and helping our clients to write copy for their potential customers first.

AND

Developing pages that meet/exceed their SEO needs.

If you have great copy describing your goods and services but no ranking in search engine results pages – you missed. Conversely, if you have high rankings but the copy fails to persuade your potential clients to contact you – you missed.

If you are willing to work put in the effort required on your part – we are here to help you achieve success in both areas of development. Most SEO companies are in the business of achieving top rankings and everything else is *not their problem*. And even with those firms you will pay top dollar to achieve top rankings for competitive, high ROI terms, maintain those top rankings through constant algorithm changes, and continue to beat out your competition which, by the way, are also paying to optimize for the same keyword phrases.

Let me ask this question, "If your site gets dropped or rankings mysteriously crash, how much time will your current web developer spend trying to find potential issues and problems?" Worse yet (and we have seen this happen), "What if your developer is using questionable or even prohibited methods to achieve those high rankings?", will your developer have the integrity to come forward and say it was their fault due to Black Hat SEO tactics?



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To be fair – rankings do tend to fluctuate. Sometimes it's a temporary issue, sometimes it's because of something the client did, and sometimes it's due to other external factors. But whatever the reason, your SEO firm and/or developer needs to thoroughly investigate so the cause can be determined and then corrected.

## Our Model

- We do it right the first time.
- We monitor your rankings.
- We make recommendations for change as needs and trends change.
- We charge a fair fee for our time.

And all of this is done while maintaining the integrity, usability, and performance of our client's sites.

## In Summary

We are sensitive to our clients budgets as it should be. However, pricing alone should not be the deciding factor in which SEO provider and/or Web Developer you choose. Find out what services you'll be getting and roll up your sleeves to put some partnered efforts into your site. If you get the impression that the SEO/Developer is not being clear or may be inclined to use 'tricks' or 'secrets' to achieve the desired results – walk away briskly. Don't pay to be penalized down the road.

Remember...

A bargain isn't always a bargain.

And...

Just because someone charges huge fees doesn't mean they'll achieve huge results.

Take some time and find an SEO/Developer that will treat you as a partner for your mutually ensured success. Do this and you will likely reap a very rewarding return on your internet marketing investment.