


THE SEO PARTNER

6 QUESTIONS TO ASK A SEARCH ENGINE OPTIMIZATION COMPANY...



Climb to the top
with the right Search
Engine Optimization
partner!

Finding the right partner in the wild world of search is the essential first step to any online marketing campaign. Make an informed decision by asking these six questions before you engage.

1. What is your Guarantee? Some Search Engine Optimization (SEO) companies offer you weak guarantees promising top 10 positions for anemic keywords. Others claim the high road by not offering a performance guarantee at all. Instead, a good SEO should guarantee that you'll increase your online revenues by a specific amount, not just get more website hits.

2. Has a customer of yours ever been banned? If your partner uses "black hat" techniques then your site could be permanently banned from Google, Yahoo or MSN! If an SEO tells you that they've ever had a site they were working on banned, do not hire them.

3. Do you require an upfront payment or setup fee? Always be suspicious of any partner that requires you to pay for everything in advance. Do they offer monthly billing plans or do they leave you high and dry after you've paid an enormous initial investment?

4. Do you help me convert more visitors to customers? A flood of new visitors to your website is useless to your business if they don't turn into paying customers. Do they employ an in-house Conversion Scientist who helps you extract maximum revenue out of your existing and newfound visitors?

5. How many man-hours will you put into my campaign each month? Be wary of companies who add your project to a tall stack of existing clients. Ask for a contract that guarantees a dedicated number of hours each month that they will work to move your site to the top. Then, ask them to verify it.

6. Are there any hidden fees? Are there any fees hidden in your contract? What additional fees will be required? Watch out for additional submission fees, inclusion fees, directory fees, or anything else that is not included up front. Know what you're getting.



Make a mistake...

Many SEO "tricks" cause you to plummet very quickly if you get caught. Avoid a fast, painful nosedive by asking if the SEO's techniques are specifically approved by Google..

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LOOK BEFORE YOU...



The SpryDev Guarantee

SpryDev guarantees that you'll have enough additional business from your website to pay for our services or we'll work for free until you do.

How Most SEO Guarantees Work

Here's a typical, borderline-fraudulent SEO guarantee: "At least 1 of your 5 search terms will appear in the top 10 search results of the top 10 search engines." The specifics may vary but that's generally the form that they take. This sounds like a great guarantee but let's look at it a little deeper.

First, let's look at the terms list. A search term is only valuable if a lot of people use that term in the search engine and if a lot of those searchers are qualified candidates for your product or service. So, take a look at the search terms that they are offering to optimize for you. Are they popular terms? Are they likely terms for someone looking for your company? A few of them may be good but if even one term is poor then the guarantee is poor.

Second, the difficulty of getting your site into the top 10 is directly related to how many other sites are competing with you. Search for each term in Google. In the upper right corner you'll see this: "Results 1-10 of about 100,000". That "100,000" could be 100 Million or more! If even one term is easy then the guarantee is easy and therefore worthless.

Third, consider the Search Engines. Google

controls about 50% of the market and climbing. Yahoo is around 25% and MSN is about 8%. The number 4 search engine, Ask.com, is less than 2% of the entire market. 5-10 combined do not have more than 3% market share. If the guarantee includes these low-value engines then it is itself low-value

Now, let's combine these three points to evaluate the guarantee. To meet the guarantee, they will have to do the easiest possible combination of those 3 elements. For example, if they have a very easy (not popular and not competitive) search term on the list and they can get you into the top 10 on some very low-level search engines (like dogpile or Lycos) then they've filled their guarantee. But will that help your business? Not likely. Only give weight to a guarantee that you know will grow your business.

How The SpryDev Guarantee Works

SpryDev measures our success in the only way that matters for your website: increased business. (See our guarantee in the sidebar.) We specialize moving your site higher in Google, Yahoo and MSN. Plus, we have a conversions process to ensure that visitors turn into paying customers. Our guarantee is not fulfilled until we return a positive ROI to your business.



A good guarantee is your safety line, protecting your profits.

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Even if someone else broke the rules, it's YOUR responsibility if your website gets banned from Google!

We don't know from firsthand experience (and that's the way we intend to keep it) but having your site banned from the search engines is a bad, bad thing. Here's how it might happen.

You hire an SEO company that cuts corners. Maybe their price was a little cheaper or they promised top results in record time, but they're now working for you. They use techniques that are not quite on the up and up. They create "doorway pages" and hide text lower down on your site where, they assure you, no one will ever notice.

But the search engines notice everything.

During the first few months things seem to be going well. Your site is climbing in the engines very quickly. Visitors are pouring in and sales are up. Way up. This is too good to be true, you tell yourself, but you can't quite stop yourself from being a little giddy. The sales team hires a few more people. The boss decides to open a second warehouse. Maybe you will finally get that raise you've been hoping for.

And then, it all comes to a screeching halt. You come in one Monday morning and glance at the weekend sales and they're...nonexistent. It must be a glitch. You look a little closer and realize that your site traffic has dropped by 90%. Frantically you do a quick Google search and your site is nowhere to be found. You call your SEO partner and finally get a reluctant explanation: You've been banned and there's not much they can do about it.

The best case scenario is that you fix the problems and request re-inclusion but that's a process that can take months and you need sales NOW. Maybe you can buy some ads and get some sales but the cost will be astronomical.

STOP! This doesn't have to happen. Instead, hire a reputable SEO that follows Google's guidelines. Ask your SEO what techniques they use. If they won't tell you, don't hire them.

At SpryDev, we only use techniques that have been specifically recommended by Google. Our customers plan company growth based on web sales and we will not compromise your site. We have never had a customer banned from the search engines because we don't use tricks to improve your ranking.



Where will
your SEO firm be
when you need
them?

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BANNED? YOUR SITE WILL FREE-FALL...



Google says:

"If an SEO creates deceptive or misleading content on your behalf...your site could be removed entirely from Google's index. Ultimately, you are responsible for the actions of any companies you hire..."

From *Google Information for Webmasters* at <http://books.google.com/webmasters/seo.html>

**UPFRONT PAYMENTS?
HIDDEN FEES?
WATCH OUT!**



BE WARY OF PRE PAYMENTS

Many SEOs demand upfront payment because they front load the work they do. They'll work really hard for a month or two and then wait around for results. If they're doing work over a 6 or 12 month period then they should be paid over that time.



Required Prepayments and Hidden Fees Can Decimate Your Return on Investment

Your SEO relationship should be a partnership based on trust. However, many SEO firms treat their customers like fly-by-nights and won't work within reasonable budgetary constraints. The primary reason is that the results that many firms produce do not positively impact the ROI of those customers. So, in an effort to lock in their revenues, they demand prepayment. In other cases they want prepayment because they frontload the work that they do for their customers and do not dedicate the ongoing resources required to make a significant impact on the bottom line.

Also, make sure that you understand exactly what you get as

part of your contract. Will you have to pay for inclusion? (Inclusion: payments to a search engine to index your website.) What about directory listings on Yahoo, MSN, Business.com, or some other paid directory or portal? Those directories are fine, as long as you know in advance that you are going to pay for them.

At SpryDev, we include all required fees in your monthly agreement. We will not ask you for additional funds after the fact. Plus, we work on your campaign every single day from the day we begin to the last day of the contract.

Because of our strong guarantee, we are as vested in your profits picture as you are.

Know exactly what you get for your money.

ASK ABOUT THESE HIDDEN FEES:	DIRECTORIES	LINK BUYS	PAID SEARCH	INCLUSION
	<p>Yahoo, MSN... Are the inclusion fees included in your SEO campaign?</p>	<p>are forbidden by Google. Are you paying for your SEO to use banned link buying techniques?</p>	<p>has its place... Is your SEO using your money to pay for temporary placement instead of permanent SEO?</p>	<p>Avoid it. Is your SEO using proper, free inclusion or paying to add your site to the search engines?</p>

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Conversions: Turn Visitors Into Paying Customers for Your Business

All the visitors in the world don't make a bit of difference to your business if they don't do one thing: buy your product. That's why we not only focus on bringing the visitors to your site but also on converting those visitors to paying customers.

What is Conversions?

Getting the most from your web visitors goes beyond making common sense suggestions about improving your website. Your site needs to be properly persuasive, relevant, helpful, educational, and enticing. In short, your site needs to compel visitors to take action.

Conversions is the practice of converting website visitors into paying customers. At SpryDev we employ our own in-house specialist trained to extract maximum value from your website traffic. These specialists will begin with an evaluation of your ideal customer. Who are they? What and why do they buy? What most effects their buying decision?

10 Reasons Your Site Needs a Higher Conversion Rate

1. It makes every other marketing program in your company more profitable.
2. Even a tiny increase in your conversion rate, with no increase in marketing expense, can dramatically improve your bottom line.
3. It's a one-time investment that will pay off again and again.
4. Your customers are more satisfied with their shopping experience.
5. It leads to more repeat business.

6. Understanding your customers better means that you can tailor your offering to their particular needs.
7. It reduces buyer's remorse.
8. It stimulates word of mouth marketing.
9. It focuses your marketing to your preferred audience.
10. It can increase your margins by reducing comparison shopping.

Increasing Your Conversion Rate

The conversions process begins with understanding who your profile customer is, why they visited your site, and what information they need before they are willing to do business with you. At SpryDev, this begins with a simple questionnaire that you will fill out with the assistance of our dedicated conversion scientist.

Then, we develop a profile (or two) of your ideal customers that tells us why they are there, what their motivation is, and what will make them buy from you.

Finally, we use that information to recommend (and implement) changes to your site.

How many dedicated hours will your SEO Partner spend on your site?

Beware of "Automated" SEO!

Search Engine Optimization can be very time consuming and intensive. In many SEO companies, your project will be one of many that an individual tech will work on. You'll get a tiny fraction of their time and attention and a tiny



Visitors will find you. What will you do then?

fraction of their effort. SEO is hard work and, properly done, takes a lot of time. Be sure that you understand exactly how many man-hours will be dedicated to our project.

Some companies idea of SEO is to put your URL into some automated server. However, sending spam to thousands of people and junking up blogs with fake posts is just not ethical and is possibly illegal. For the best possible results, a real, live human being should manually do the work needed to bring your site up in the search engines.

At SpryDev, we created a process framework for our SEO activities. Then, we utilized the global labor force to give our clients the maximum number of man-hours possible. On average, a SpryDev SEO technician handles less than 2 projects at any one time. That means that we are able to put far more human resources to work for you than your competitors can. You'll get more links, more submissions, better research, and ultimately, more profits.

About Us

SpryDev Online Marketing provides turnkey marketing solutions to small and medium sized businesses. SpryDev strives to generate profits for business owners by utilizing search engine optimization, website development, and conversion science. SpryDev was founded in 2001.

What Now?

Visit www.sprydev.com/evaluate or call 512-989-2945 x204 for a free website evaluation. We'll tell you where you are, where you should be and what it takes to get there.

SPRYDEV ONLINE MARKETING

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