



## Top Ten Tips for choosing the right search engine promotion partner

### 1 Look for a Proven Track Record.

Ask for specific examples of websites they have promoted and the results achieved. Ask to talk to their customers and find out what difference to the business the search engine campaign has made. Be wary of examples of key phrases that are easy to promote, e.g. the customers company name or anything that brings up less than 1,000,000 results in Google.

### 2 Will you be kept up to date on the progress of your project, and how?

Who will manage your project? Is it a named Project Manager who you know you'll be able to easily reach, or is it a Director who is always out, or just a telephone number without a named contact?

### 3 Do they do it in-house or is it outsourced?

Is the work done in-house or simply outsourced to another agency? Look for a company that does it in-house, thus ensuring you can talk directly to the people working on promoting your website.

### 4 Do they practise what they preach?

Check to see if they have optimised their own website, or have they been unable to because it's too competitive?

### 5 Are targets and timescales agreed?

Ensure that targets and timescales for achieving these targets are agreed at the start of the campaign, both in terms of search engine positions and also business results, e.g. increase in enquiries / sales.

### 6 How do they choose your keyphrases?

Do they research the number of people searching that phrase? Do they check how competitive the key phrase is? Do they check what your competitors are doing?

### 7 Do they have a strong focus on Sales results, rather than simply positions?

After all, great search engine positions are no good if they do not produce an increase in sales.

### 8 Which search engines do they focus on?

Avoid companies that claim to submit to hundreds or even thousands of search engines. There are only a handful of search engines that control the market and with Google controlling approximately 63% of UK searches, this is the one to focus on.

### 9 If you are selling online, what else do they do?

For e-commerce websites there is a lot that can be done to help improve your positions, e.g. dynamically setting the page title or including the product names within the URL. Do they have the technical skills to do this?

### 10 What guarantees do they offer?

If they don't achieve what they promise within the agreed timescale, do you get your money back?

**Studio 2 Online have an enviable record of providing clients with not only first page listings on Google, but also with the GUARANTEE of your money back if we don't achieve it (terms and conditions apply).**