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A Simple Guide To Find The Best SEO Expert

Many people consider SEO, or Search Engine Optimization as a complicated process. Perhaps you do not have the time, energy, or skill to master this technique. You can hire an SEO expert to optimize your website. On the other hand, finding a legitimate expert can be tricky because there are so many people that claim they are experts in SEO. Learn more about how to distinguish a true SEO expert from this article.

People who claim to be experts but send you unsolicited emails or spam are most likely not legitimate SEO experts. Spam is a very unethical online marketing method. Every professional who works in online industry knows better than employing such shady tactics to market their services. These emails might even come from scammers who only want your money without giving any service.

Until now, there is no such thing as standardized certification in the SEO field. This complicates the process of weeding the real experts from the illegitimate ones. One thing you can do is take a good look at their work results by checking their previous clients. You might also want to contact their former clients to see if they have any comments about the SEO firm you are about to hire. Talking and communicating extensively with those people are also important. In this case, you should learn some basic things about SEO.

The clearest sign the professionals are not as they claim to be is if they are uncommunicative. A true expert in this field should be willing to disclose what he or she is doing. You also need to carefully watch the process. This step is very crucial. A lot of so called experts employ shady methods which are called black hat SEO. Major search engines will ban you if they find out your website uses this method.

Another warning sign is that if they claim they can get your website on the first page, most of all if they can do it very quickly. Even the best experts in this field cannot give such claim. All search engine is fluid in nature and so is the results. If the keywords are very narrow or specific, you might be able to land on first page. However, being on first page on very specific keywords or niche is not really make any difference to your business.

Monitoring their progress after you hire an expert is important. Ask the expert to continuously update you about the work progress. You can also check how well your website is doing by checking the Alexa ranking and find your site through all the major search engines.

Be careful of experts who ask you to continue to pay them in order to be top of the search engine result all the time. Most probably they are using computer generated programs or bots to drive traffic to the website. These are not true traffic that comes from people who really visit your site.

Weeding a true SEO expert from scammers or people who make false claims is difficult. Therefore, if you already find someone you can work with, it is better to use his or her service again. Asking your acquaintances or friends for any recommendation is also a good tactic to find a good SEO expert.

Scott D Smith is a leading UK [SEO expert](#) assisting many worldwide businesses achieve [online success](#). Get the ultimate inside skinny now in our complete web success review.

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