

11 TIPS TO GET THE BEST SEO PACKAGE AND PRICE

EMPOWER YOURSELF AS A BUSINESS OWNER
WITH BLUE CABIN SEO
(TIPS 1 - 4)

1. DON'T GET BOXED IN

Look for SEO agencies that are flexible. Don't let SEO Packages box in your business strategy, so look for custom solutions based on your business goals.



2. QUICK ANSWER TO SEO COSTS

SEO costs in are based on the experience of your SEO company and the difficulty of your market niche and can range from R5000 to R50 000 per month in South Africa.

Know why agencies charge what they charge for SEO. Cheap SEO often provides results of low value, but paying top Dollar(Rand or Euro) doesn't mean you get brilliant quality SEO service either, read why below.



3. KNOW WHO YOU ARE DEALING WITH

Some SEO companies offer Standard SEO Packages, a one size fits all approach, while other companies offer bespoke SEO Packages based on business goals*(like Blue Cabin). Generalists offer other services apart from SEO(like graphic design) and Specialist SEO Agencies offer only SEO services.



4. BIG WORKFORCE DOESN'T 'GUARANTEE' QUALITY

Why? Well agency employee cycles often mean the most promising SEO experts at top SEO agencies leave these agencies to strike out on their own, taking their years of experience with them. That same Senior SEO Analyst then operates a small agency with 2-3 staff, that provides excellent SEO services, but to a limited clientele.

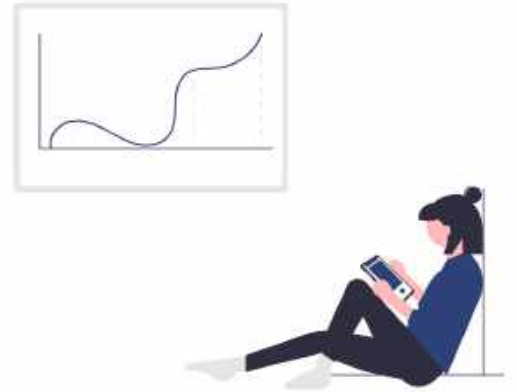


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5. SEO COST IS ALSO RELATED TO SEO EXPERIENCE

Most specialist agencies in SEO provide a cost on their services based on their experience, so check that they provide contactable references.



6. TRUST YOUR GUT

If it sounds too good to be true, and there is no solid data, be wary. Any SEO agency worth their salt will provide you with solid KPIs and a data-driven strategy (data which they will show you) set to a timeline, as part of an SEO campaign. They will also align your business goals with their SEO strategy.



7. DOUBLE CHECK RANKINGS & REFERENCES

Ask for three contactable references from an SEO agency and three clients' top ranking keywords, and check these rankings on Google, yourself. **See in Article: *SAMPLE QUESTIONNAIRE EMAIL TO SEND TO AN SEO AGENCY AFTER YOU HAVE RECEIVED AN SEO ESTIMATE + OUR SEO REFERENCES***



8. CHEAP SEO COSTS BUSINESS OWNERS MORE THAN PROFESSIONAL SEO

Cheap SEO costs business owners more in subsequent fixes, than a professional SEO agency would have cost them in the first place. Some marketing agencies may have only recently added SEO as a service, so they have a limited understanding of SEO (and charge cheaply for SEO services) which could negatively affect Google rankings.



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(TIPS 9 - 11)

9. WHAT IF YOU OPT FOR A CHEAP SEO PACKAGE?

This 'cheap-SEO' approach often taints SEO as a service for many business owners and effectively removes them from the market, allowing their competitors who understand the value of professional SEO, to harness the power of SEO for their business growth.



10. THE MORE COMPETITIVE YOUR INDUSTRY, THE MORE EXPENSIVE YOUR SEO

Some industries are heavily competitive in terms of Search Engine Marketing. Industries like insurance, car and house sales and accommodation etc have become increasingly difficult to rank for on Google as big industry players (think Property24, Tripadvisor etc) dominate first page rankings. That being said, every market niche provides opportunities to generate traffic with keywords these big players often overlook.



11. CHEAP SEO OFTEN HAS LOW VALUE IN TERMS OF LEAD GENERATION, WHILE MORE EXPENSIVE SEO PACKAGES POINT TO AN EXPERIENCED AGENCY *

There are some exceptions but our understanding of the SEO landscape in South Africa over the years generally points to this consistently being a rule rather than exception. In SEO you mostly get what you pay for.

