

# HOW TO CHOOSE AN SEO AGENCY

A good SEO strategy is the key to ensuring the long-term online success of your business.



By Shuey Shujab



As featured in  
*The CEO Magazine*  
For more info visit  
[theceomagazine.com.au](http://theceomagazine.com.au)

**C**hoosing the right SEO (search engine optimisation) agency can be difficult if you aren't sure what to look for. The right agency should be able to make you stand out from your competitors by ensuring you surpass them in Google and other search engine rankings to drive customers to your business through a website.

Follow these five important tips when engaging with an SEO company to ensure you get the best return on your investment.

## 1. Engage with a white-hat agency

A white-hat agency is an agency that follows search engine guidelines to produce organic results for your website. If these guidelines aren't followed by your SEO agency, and they engage in black-hat SEO techniques, your website can be penalised by the major search engines or even end up permanently banned.

The issue with black- or grey-hat SEO techniques is that they will get you high rankings in the short term, but could in fact do irreparable long-term damage to your business.

## 2. Ensure they have a range of quality SEO tools and an extensive knowledge of the ongoing changes to the algorithms

A professional SEO expert should constantly be looking at what Google and other search engines are outputting in their communications, so they can keep their clients' SEO strategies up to date with the changes. SEO experts are constantly learning, reading blogs, and searching for information on how to better improve their SEO services to improve rankings. Change is the

only constant when it comes to SEO, so staying current is what makes an SEO agency stand out from the rest.

An agency should also have access to the best and latest SEO tools available on the market. Some examples of such tools would be SEMrush, Moz, and Majestic SEO. Some top agencies develop their own tools which they use exclusively to benefit their clients only and give them an edge online over their competitors.

## 3. A professional, confident SEO agency will offer performance guarantees

Many SEO companies don't put KPIs in place, which indicates a lack of confidence in their SEO abilities. KPIs help you and them assess performance and track progress. So being clear about what these KPIs are is just as important as having them in place.

Most top SEO agencies offer a performance guarantee to all their clients. Before the campaign kick-off, make sure your agency sets clear, measurable goals within reasonable time frames. We have a work-for-free policy if the KPI is not met in the agreed time frame. Make sure you ask your agency for a similar stipulation in the terms-of-service document.

## 4. Testimonials that reflect a track record of achieving results

Reading through a number of client testimonials is really important to ensure that your SEO company is able to demonstrate the ability to get proven SEO results for their clients. It's also a great way to gauge how they are interacting with their clients and what level of customer service they are able to provide. If they have genuine client references, chances are they're doing something right.

Some top agencies develop their own tools which they use exclusively to benefit their clients only and give them an edge online over their competitors.

## 5. Your ROI should be clearly outlined and make business sense

SEO is one of those things where, if you make an investment with the wrong agency, you'll end up unable to see a clear return on investment.

Some of the most important questions you should ask your agency before engaging their services should be around your ROI:

- How will you be measuring my ROI? If I spend \$1,000 a month, what will I receive in return?
- How can you improve the conversion rate of the visitors coming to my website? What does that mean in terms of dollar amounts?
- How often will we be in contact?
- Why are you the right choice for our SEO needs?

When making any substantial investment, research is always paramount. If you aren't sure where to start researching to find the right SEO agency for your business, ask those who have had great online success with their SEO campaigns. Nothing beats a referral from someone that you trust. •

**About Shuey Shujab**  
Shuey Shujab is the CEO of Whitehat Agency, a full-service digital agency founded in Sydney. It is now one of the fastest-growing digital agencies in Australia, with offices in Europe and Asia. Visit [whitehatagency.com.au](http://whitehatagency.com.au) for more information.