

Choosing an offshore SEO Outsourcing Vendor

With the ongoing advent of outsourcing, it makes sense to outsource SEM (SEO, link building and PPC) to offshore providers. However, choosing the right SEO Consultant can be a tough task and an important decision that will directly impact your revenues. As hard as it gets to judge a provider from thousands of miles away, there are some factors, if paid attention to, can certainly reduce the pain. Some of these are:

1. How long the company has been into existence?

Age of the company is an important factor. It may be risky to bet your hard earned money on a company that has been into existence for merely a few months!

2. What type of professional SEO projects have they handled?

Checking the projects done in the past is essential – the variety, the toughness, the verticals and the proofs – all should be weighed with due care.

3. Client Case Studies

Evaluating client case studies can further help in understanding the calibre of your prospective SEO outsourcing partner.

4. Client References

Ask for client references and check them.

5. Pricing

Always remember, you get what you pay for! Do not be lured by excessively cheap pricing as you might end up losing all what you pay in the end. Instead, analyze the value for money they would be providing and choose the best accordingly.

Making a decision that could affect your marketing plan and your revenues can be a tough call and hence requires due attention be paid while selecting an SEM/SEO outsourcing partner.

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