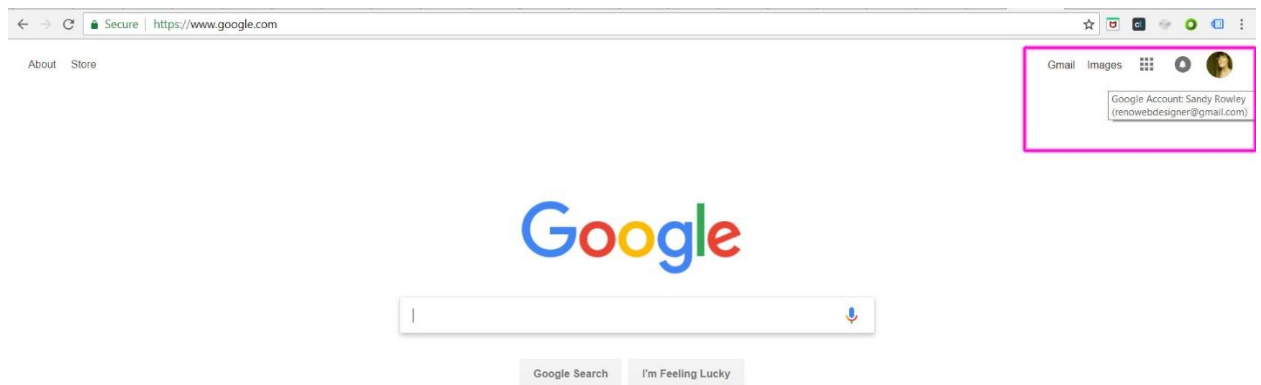




Simple steps to verify your web or advertising agency understands how to optimize your websites SEO.

1. Check their domain renew date. If they renew their domain once each year, this is a red flag. A solid SEO company will renew their domain at least 5 years in advance. Enter their website name on this website to check renewal date:
<https://whois.icann.org/en>
2. Check their site speed with Google Speed test. They should be rated a B or higher with Google
<https://developers.google.com/speed/pagespeed/insights/>
3. Check for code and loading errors on GTmetrix. They should have a score of B or higher. www.GTmetrix.com
4. Review their mobile usability. Mobile is an important factor in SEO for Google. www.MobileTest.me. If the site design is difficult to navigate or use on this site, then the website is not optimized for Mobile First SEO. Next test mobile friendliness on Googles mobile test site here:
<https://search.google.com/test/mobile-friendly>



5. Go to Google.com. Make sure you are either signed out of your Gmail email. If you see your profile photo at the top right-hand side of the page, you are still signed into Gmail. Alternatively, you can click the 3 vertical dots in the upper right-hand corner, select New Incognito Browser, and then do a keyword search for either SEO, Web Design or similar keywords. Make sure to place the name of the city before or after each keyword like so:

Reno Web Design

Reno SEO

SEO Reno

The web design or SEO company should be ranked high in the Google search results, NOT in the PPC pay per click results. PPC rankings do not count for SEO rankings. SEO rankings will either show up in the Google Maps section and/or below in the true SEO organic rankings. See print screen of organic SEO rankings below.

< Renowebdesigner.com

< Renowebdesigner.com

< Renowebdesigner.com

If the company ranks in the top 3 spots with ads or PPC, that is fine for PPC marketing, but does not mean that they rank organically for SEO keywords in Google or other major search engines.

Google web design

About 7,790,000,000 results (0.73 seconds)

Design Your Own Website | Get Pro Web Design Features | PayPal.com
www.paypal.com/Design/Your-Own-Site
Wix® and PayPal Make it Easy to Design a Professional Website Yourself. Seller Protection. Sell with Confidence. Best SEO Tools. Easy Setup. Trusted Payment Solutions. Secure Hosting. eCommerce Solutions. Optimized for...

BuildYourSite.com | Result Driven Web Designs
web-design.buildyoursite.com/
Make Edits Yourself Anytime. Live Phone & Chat Support! Save Additional \$100 Now. We're USA-based. Rated A+ by BBB. 100% Money Back... Standard - \$999.00 - For New Business - More -

We Create A Website For You | Go Live In 48Hrs With Mettrr | mettrr.com
www.mettrr.com/
Our Experts Take Care Of Absolutely Everything. Only \$49.99/month. Get S... Monthly Plan - from \$49.99/mo - Unlimited Changes - More -

Hire Web Designers | Create a Custom Website | upwork.com
www.upwork.com/designer
Build Up Your Web Presence. Work with a Designer to Produce a Custom ...

Web design
Discipline

Web design encompasses many different skills and disciplines in the production and maintenance of websites. Wikipedia

Languages: HTML, Cascading Style Sheets, PHP

People also search for View 10+ more

Highlighted box in Pink above shows PPC ads. Those are not SEO rankings but paid for per click ads through Google Adwords.

If an SEO company does not even rank for their own keywords in their own city, how are they going to help you rank your website? Most ad agencies and/or large web design agencies do not understand technical SEO or how to rank websites but will still offer SEO as a service. Usually these companies will have the client sign long contracts with the customer and never really offering real world SEO results.

Most of the new SEO audit work that comes in through our agency involves correcting other web design or agency errors.

6. Use tools like Ahrefs, SEMrush and other keyword research tools to see what type of keywords the company is ranking for. Why do this? If they are experts in SEO or search engine optimization, they should be ranking for hundreds or even thousands of keywords related to web design, seo and digital marketing. Most ad agencies have not caught up to digital marketing agencies and are still using outdated traditional advertising strategies to acquire new customers. They are not ranking for SEO keywords related to the services they provide. This, is another red flag. Buyer beware.

There are other more advanced tools to help identify what SEO skills a company uses for their own online marketing, but these free tools are an easy and accessible way for most people to assess the quality of SEO work being provided with a company before signing a contract

to hire for SEO services. I hope this free guide helped educate and inspire you to better be informed on the SEO buying process.



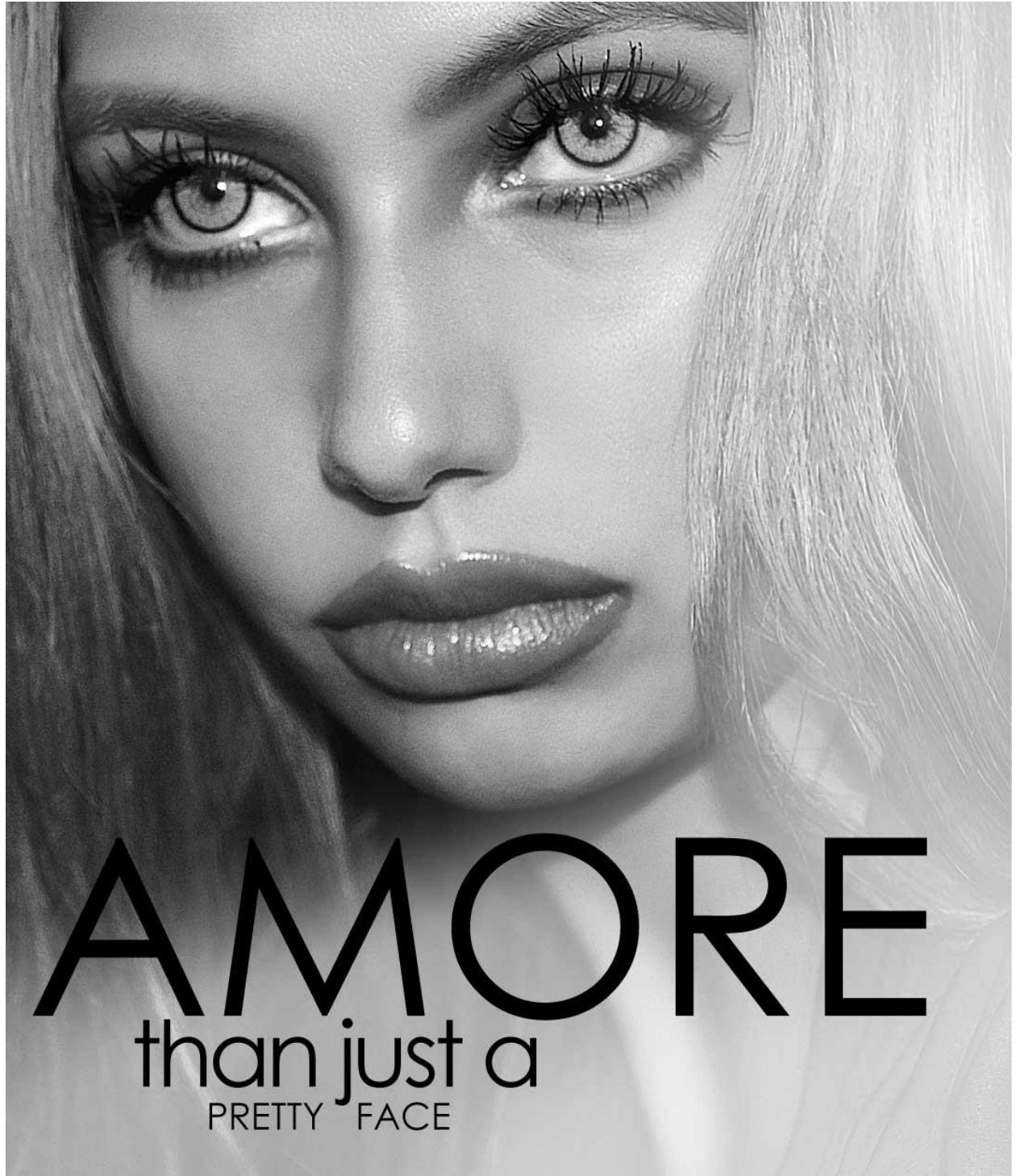
Have more questions?

We are happy to help anytime. Call or text Sandy at 775-870-0488.

Sandy Rowley

sandy@renowebdesigner.com

775-870-0488



AMORE
than just a
PRETTY FACE