

# SEO - Checklist to avoid a disaster

These days every second person is an SEO expert. How to judge the “expert” when they call.

## Who is actually doing the SEO?

Avoid being duped into paying a middle man, simply a person who is out-sourcing the SEO work offshore. One client said they had 2500 back-links (links back to their site). Many of these links were on bad neighbourhood sites.

Thinking logically is Google really going to reward a site with 1000's of links on free forum sites on various topics or going to reward a few good links on well established reputable sites.

## Who is doing the Web Development?



Is the SEO a web developer understanding code, servers, databases, scripts etc?

Will a graphic designer be used to maintain the visual quality of the site?

Can you sit down and discuss your site face to face with the developer?

Does the developer understand the system installed or is just finding free stuff?

Is the copy written in correct and effective English? Search engines check this.

## Security Issues



Who has access to your site?

You may get a nasty surprise and an unusable system if out-sourced.

If open-source systems used e.g. Wordpress are they updated for security issues?

## Effective Targets



Are effective target keywords set?

Good keywords are ones that are both attainable and drive the right type of client -

leading to conversions. Sometimes as little as a hundred quality visitors can be a huge benefit.

## Adapt to changes



Is there effective monitoring to the site and changes made as opportunities are explored?

Look for proof with existing clients in a similar field. Previous success is the best predictor of future success.

No one can guarantee you top positions in Google.

## Our SEO Plans



\$200 per month

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